

Jason Fox | writer | creative director

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summary

A proven creative leader and workhorse able to foster big ideas from strategy development and conception on through production. Experienced in television, radio, print, outdoor, interactive, information architecture and direct; creative direction and supervision; strategy development and implementation; saving the collective bacon.

experience

creative team leader

firehouse | dallas, texas

july 2009 | present

Returned to Firehouse to help spearhead new branding efforts for Interstate Batteries. Now involved in nearly all accounts and new business efforts as CD or co-CD. Efforts have already yielded several Telly Awards, an Art Directors Club Award (who knew?) and a few other handy paperweights. Oh, and increased sales for all clients while helping agency win 2010 Southwest Small Agency of the Year from *Ad Age*.

Clients include: Interstate Batteries, Macaroni Grill, Stripes Convenience Stores, Taco Cabana, Eat Out for a Change.

freelance writer & creative director

dallas, texas

october 2006 | present

Worked with numerous agencies and clients on new business pitches, rebranding efforts, new campaigns, agency and client websites and strategy development.

Clients included: Firehouse, Farstar Marketing, Brooklyn's Pizza, Janimation, JRS Advertising, Slingshot, BlueRock Marketing, DVA Advertising, B Innovative Creative, The Brayton Group, SWJ Advertising.

creative director

farstar marketing | dallas, texas

october 2007 | january 2008

Briefly stepped in to help this internet-based marketing company as CD and chief copywriter. Led the agency's expansion from lead generation and web design into integrated branding and traditional advertising. Work for Current Energy won the Most Effective Local Campaign award from the DFW Interactive Marketing Association.

Clients included: Coupons.com, Current Energy, Samsung, AutoDesk, CompuCom, Enkitec, Southwest Airlines, Frisco Independent School District.

associate creative director

firehouse | dallas, texas

february 2005 | october 2006

As head writer and ACD, supervised all copywriting and co-supervised all creative development. Helped agency rebrand itself and move from the promotional space into the branding arena. Work directly led to winning business from new clients such as FedEx Kinko's and CompUSA. Responsible for concept that won agency its highest honor, a 2007 Effie Award.

Clients included: Nokia, FedEx Kinko's, CompUSA, Baylor Health Systems, T-Mobile, Cingular, The Dallas Morning News, Centex Destination Properties, MosquitoNix.

associate creative director

bernstein-rein advertising | kansas city, missouri

april 1997 | february 2005

After starting at BR as a lowly writer, quickly won agency-wide creative shoot-out for Planet Hollywood television campaign.

j fox

Promoted to senior writer and then ACD in short succession, becoming the go-to guy for new business pitches and a sounding board for other writers. Helped agency weather economic rollercoaster of the early aughts by producing nationally award-winning (and client-luring) work for the Kansas City Zoo and United Way. Worked with account group to develop McSnack concept for McDonald's. Final work at agency for Ruby Tuesday kept the account at BR for an additional six months.

Clients included: Wal-Mart, Santa Barbara Olive Company, Kansas City Zoo, United Way, McDonald's, TracFone, Planet Hollywood, Thrifty, Bayer Advantage, Guy's Snacks, Blockbuster.

copywriter / art director

january 1995 / january 1997

smith advertising / kansas city, missouri

Started as the agency's sole copywriter and eventually assumed all art direction duties, as well. Helped seven-person shop maintain \$8 million national Jiffy Lube account, creating television, radio, print, outdoor and direct campaigns. Work on agency's retirement community account was so successful that the community sold all of its units – and the agency lost the business. Discovered how to tastefully promote discount funeral homes.

Clients included: Jiffy Lube International, Children International, Heartland Management Company (discount funeral homes), Midwest Technology Connection, KMXV radio.

awards

national - Art Directors Club, Effie Awards, ECHO Awards, Telly Awards, Mobius Awards, United Way Best of Brand, United Way Campaign Film of the Year, Adweek's Best of TV. Radio Mercury semifinalist.

regional - Addy Awards.

local - Addy Awards, Best of Electronic, Best of Show, DFW Most Effective Local Campaign.

education

washington universtiy

May 1994

john m. olin school of business / st. louis, missouri

Bachelor of Science in Business Administration with Honors. Magna Cum Laude. Dean's List. Majors: marketing and management. GPA: 3.7/4.0.

references

Available upon request or at jasonfox.net.

online

Portfolio: www.jasonfox.net

Blog: www.adhole.com

Twitter: [jason_fox](https://twitter.com/jason_fox)

LinkedIn: www.linkedin.com/in/jasonfox

random

Husband, dad to boy/girl twins & another solo son, screenwriter, quasi-director, blogger, columnist, automobile enthusiast, poor guitar player and golfer, oft-bloodied mountain biker.

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