

# Urs Ross

ursross.com

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## EXPERIENCE

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### Freelance Creative Director/Writer

18 years, here and there

- Huge ideas in a hurry
- Any medium – online or off
- Hands-on execution, team leadership, and presentation



### Creative Director

March 2015 – June 2017

Deep Focus

San Francisco

- Agency leadership and oversight, including growth planning, and department development
- Direction of and hands-on execution of TV, video, and social content across all platforms
- Client relationship building, pitching, team development, tech exploration, and mentoring



### Creative Director

August 2009 – December 2014

Organic, Inc.

San Francisco

- Leading creative development across TV, radio, print, online, website, mobile and social
- Recruiting, training, leading and mentoring senior, junior, and freelance creative teams
- Participating with hands-on concepting, copywriting and presentation of ideas and pitches



### Interactive Director

February 2007 – October 2008

Saatchi & Saatchi New Zealand

Auckland

- Directed creative strategies and concepts for major online sites, promotions and campaigns
- Developed and managed relationships between the agency and top-tier clients
- Managed creative and account service teams on day-to-day projects



## Interactive Associate Creative Director

Atmosphere BBDO

June 2000 – Oct 2006

New York

- Created over 300 unique interactive executions from ideation through development
- Synched online and offline strategies to maintain a consistent and unified brand message
- Directed numerous teams of in-house and freelance creative and production staff



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### EDUCATION

University of Colorado at Boulder	1995 – 2000
Bachelor's Degree in Business – Marketing	
Bachelor's Degree in Journalism – Advertising	
Minor emphasis in Business – Entrepreneurship	
Institute of Advanced Advertising Studies (NYC)	Spring 2003
School of Visual Arts (NYC)	2005 – 2006

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### AWARDS

Cannes	3 Short Lists
One Show	Finalist
ANDYS	Award of Distinction & Finalist
NY Festivals	2 Finalists
Ad:Tech Awards	Grand Prix & Gold
Presidio Bowling	5 League Championships

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### ASSOCIATIONS

Miami Ad School	Instructor (2011)
A.A.A.A.	Creative Mentor for Institute of Advanced Advertising Studies
Ad Club of NY	Member
G.L.S.	Associate Executor of Foreign Maneuvers
Origami USA	Active Member

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### REFERENCES

New York, New Zealand, and San Francisco references available upon request.