

Chuck Rudnick

CREATIVE DIRECTOR/WRITER

Chicago, Illinois

chuckrudnick24@gmail.com

Chuck has advertising expertise as a copywriter, a creative director and a group creative director. Recognized for his strategic and creative thinking across all disciplines, he has managed teams, won new business, fostered client relationships and created award-winning, brand-building campaigns.

Experience

Creative Director/Writer

2017 - Present

Freelance

Providing clients with services including creative and strategic leadership, creative development, copywriting, copy editing, script writing, and consulting.

Executive Vice President, Group Creative Director

2014 - 2017

FCB Chicago

Member of the Executive Committee, and manager of multiple creative teams on diverse projects for DiGiorno Pizza, Nestle Corporate, Bud Light Lime, MFS Investment Management, Boeing, Cox Communications, and Aramark.

Senior Vice President, Group Creative Director

2006 - 2014

DraftFCB Chicago

Managed and led the MillerCoors creative group that drove Coors Light past Budweiser to #2, guided Coors Banquet to five years of continuous growth, and won the Miller Lite business in a creative shootout. Developed #HowDoYouKFC campaign that led to 12% sales growth for KFC.

Copywriter, Creative Director, Group Creative
Director

1988 - 2006

Foote, Cone & Belding

Rose through the creative ranks while working on accounts including Keystone Light, Pearle Vision, Payless Shoes, Miracle Whip, Louis Rich, Diners Club, Hoover, Cadbury Beverages, Blue Cross/Blue Shield, and various new business pitches. Served as Group Creative Director overseeing SC Johnson's global brands including Glade, Pledge, Raid, Ziploc, Scrubbing Bubbles, Windex, and Edge.

Education

Graduate of The Institute of Advanced Advertising Studies,
Northwestern University

Master of Arts in Creative Writing, Columbia College

BS in Marketing, Northern Illinois University

Awards/Accomplishments

Multiple creative awards including Cannes Lions, Radio Mercury, Clio, One Show, Addy Gold, D&AD, Art Directors Club, International Film & TV Festival. Work featured in publications including Lurzer's Archive, Art Direction Magazine, Shoot, Communication Arts, Ad Age, Creativity Magazine, Adweek. Named one of Screen Magazine's Chicago All Stars. Recipient of Columbia College Entrepreneurial Award. Published fiction work featured in Hair Trigger Anthology. Won several screenwriting awards including Austin Film Festival, Illinois/Chicago Screenwriting Competition, American Accolades Screenwriting Competition.