

# Larry Puzniak

BRAND KEMOSABE | CREATIVE DIRECTOR

St. Louis, MO

[lpuzniak@gmail.com](mailto:lpuzniak@gmail.com)

314-435-9859 mobile

I am currently a satellite CMO, doing business as Tonto Creative. I live to inspire. I strive to come up with ideas where brands can intersect, interact and become immersive for their consumers. I bring over 17 years of experience and execution know-how to the table, and I am ready to help at a moment's notice on your next pitch, project or marketing program.

I stay on track because I value psychographics over demographics. It helps your brand talk to its audience more meaningfully.

I believe that brands are people too. They have to have an opinion. They have to have a point of difference. And they have to have the ability to say and do different things in different environments, while staying true to who they are in spirit.

I believe that the idea should determine the communication channels. And I hate the fact that every client thinks they need to be on Facebook.

Work

Brand Kemosabe

St. Louis, MO  
Oct 2011 - Present

## Tonto Creative

In a landscape where the success of your business hinges on how many people like, friend, post, comment, tweet, watch, listen, share, check-in and ultimately buy your product, how do you forge a trail that can easily bring your product and your consumer together?

Tonto Creative is a band of creative solutions experts. We carry the knowledge of the marketing nation, delivered with the service of a trusted friend. We are loyal to the brand, fighting for its survival. And, we are here when you need us most.

Our services are as broad as our resourcefulness. We deliver strategic communication, packaged in well-choreographed interaction. We design for interactive excellence and immersive brand experiences. But ultimately, we are just guides on this marketing frontier. Our true value cannot be measured until we enter the wild together.

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Creative Director

St. Louis, MO  
Oct 2010 - Sep 2011

## White Space

Working with a decorated team of industry veterans to help clients and their brands find the white space in consumers' lives where relevant and meaningful connections can grow.

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Group Creative Director

St. Louis, MO  
Oct 2008 - Oct 2010

## Schupp Co.

Nestled in the shadow of the St. Louis Arch, we created marketing solutions for our clients that got people talking.

Notable client experience: the American Association of Orthodontists, Enterprise Rent-a-Car, Miller/Coors

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Director of Strategic Planning & Creative

St. Louis, MO  
Nov 2004 - Oct 2008

## Drive Agency (now Osborn & Barr)

A small agency with a team of only seven creatives, we specialized in brand positioning, identity, new product launch and experiential. Our work ran the gamut of consumer touchpoints, utilizing both traditional and non-traditional media.

Notable client experience: ATK Federal, Anheuser-Busch, Ride The Ducks, Elan-Polo, Muck Boots and Ontario Tourism

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Senior Copywriter

St. Louis, MO  
Jun 1999 - Oct 2004

## Zipatoni Co. (now New Honor Society)

Zipatoni is where I cut my copywriting teeth, learning the symbiotic relationship between above-the-line and below-the-line consumer communication.

Notable brand experience: Energizer, e2 (new product launch) Miller High Life, Miller Genuine Draft and Miller Lite

Life

# Partner, Pairs Plus, llc.

Makers of the Official Beer Glove

Several years ago, a small consortium of like-minded, creative, business people banded together with a single goal in mind. Our goal was (and still is) to have fun. Why, you ask? Because fun is awesome. From this relentless effort to achieve our goal, we birthed The Official Beer Glove.

Today, The Official Beer Glove is a badge of honor (worn on your hands), letting the world know that you enjoy life ... and a few frosty cold ones from time to time. These frigid finger protectors have even been customized and distributed as promotional items for bars, radio stations, your favorite beer and liquor brands.

The Official Beer Glove has been sold worldwide: in Canada, the UK, Italy, Germany, Australia and across the continental United States. We're still amazed by its success.

## School

B.A. in Journalism and Mass Communications

Des Moines, IA  
1994 - 1998

## Drake University

Major: Advertising

Minor: Graphic Design

Area of Concentration: Staying Enrolled

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