

David Cohen

CREATIVE DIRECTOR | ART DIRECTOR | CONTENT CREATOR

Located Globally

Creative Director specializing in creating conceptual, integrated, and strategic ideas across all media — Traditional, Non-traditional, digital, social, and everything in-between. Let's get working.

david@thinking101.com
office

Experience

Freelance Creative Director

Thinking 101 Creative

Gigging for agencies here, there and everywhere including VaynerMedia, Grey, Ogilvy, Arnold, TBWA\Chiat\Day, Havas, Edelman, FitzCo, Cheil, Moon Rabbit, The Grist, Daggar, Chemistry, KSV Digital, Invisible North, Momentum, Lewis Communications, Victors & Spoils, Red Square Gaming, Zubi, Tierney, Zimmerman, MRY, Red Communication Group (Moscow), Tattoo Projects, Markham Unlimited, Area 23, Saatchi & Saatchi Wellness, TheBloc, Klick!, and many more award-winning agencies.

Brands: Pepsi, Coke Zero, Ford, Honda, Hyundai, TD Bank, Sonic Drive-In, Checkers/Rally's, American Express, Jif Peanut Butter, Kit Kat, Oriental Bank, Kodak, Maxwell House, Biofreeze, Skyy Vodka, Hard Rock Hotels, DISH, Belk Department Stores, Mass Save, Air Wick, Finish Quantum, and many more ... along with a plenty of pharma, wellness, and healthcare brands.

New York | Miami | LA | Chicago |
Everywhere
Apr 2012 - Present

Freelance Creative Director

Grey Worldwide

New York
Oct 2016 - Jun 2017

Executive Creative Director

Montvale
Jul 2011 - Apr 2012

Mercedes-Benz (Torque Creative)

Responsible for leading the conception and execution of multi-channel, integrated advertising campaigns while managing creative teams (over 40 plus freelancers, solid and dotted line) and daily creative output, and providing agency-wide thought leadership.

This involved re-launching Sprinter Commercial Vehicles for both Mercedes-Benz and Freightliner (Sales up 30.7% in first 6 months of 2012) and revitalizing MB's After Sales Department (Service, Parts & Accessories) and Mercedes-Benz Classic Center.

Led agency in winning first ever integrated national branding effort, (through Germany), for Mercedes-Benz's Service and After Sales Market (against outside agencies.)

Principal, Executive Creative Director

Hollywood
Feb 2003 - May 2008

Cohen & Company Creative Inc.

Was responsible for all creative and strategic direction. Agency was named one of South Florida's largest — Growing it from a little over \$20 million to \$40 million plus in a couple of years.

Brands:

Advantage Rent-A-Car

Champion-Lyte Sports Drink

Lennar Homes

Orange Bowl Committee

Sweet'N Low Flavored Syrup

And many, many more.

Not responsible for current website.

ACD/Art Director

Ft. Lauderdale
Jul 2002 - Feb 2003

Harris Drury Cohen (HDC)

Developed and managed creative

Brands:

Alabama Power

Reese's Peanut Butter Cups (Hershey International)

Florida Marlins

Greater Fort Lauderdale CVB

Sea-Doo Watercrafts

ACD/Art Director

San Francisco
Aug 1999 - Mar 2001

Kirshenbaum Bond & Partners

Developed and managed creative

Brands:

Blimpie Subs

cellmania.com

IHOP

PeopleSoft

Schmaltz Brewery

And many, many more

Introduced StarKist's Charlie the Tuna in an integrated media blitz for Blimpie Subs.

Art Director

New York
May 1997 - Aug 1998

Lowe and Partners/SMS

Developed creative

Brands:

Mercedes-Benz

Sony,

Smirnoff

Heineken/Amstel Light

Club Med

Denny's

Diet Coke

Eddie Bauer

KPMG

Major League Baseball

Oral B/Braun

Perdue Farms

Art Director

Boston
Jan 1996 - Jan 1997

Hill, Holliday

Developed creative

Brands:

AutoNation USA

BankBoston

Harvard Pilgrim

Labatt Brewing

Partners Healthcare

Sony

Spalding (Top-Flite Golf)

Wall Street Journal

Education

Pop Culture & Creative Branding

Miami Ad School

Miami

Jan 1994 - Dec 1995

BA in Communications (Journalism/Advertising)

University of Central Florida

Orlando

Dec 1992 - Dec 1993

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