

# Thomas Schimoler

CREATIVE DIRECTOR

New York, NY

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I don't play well alone. In fact, I never have. There's simply much more energy and excitement when I'm surrounded by other like-minded (and no so like-minded) talent and personalities. That's where I thrive - right in the middle of that simmering pot with all the ingredients, stirring up engaging, thought provoking ideas - served up as remarkable memories for those sitting hungry at the table. I've lent my hand in many kitchens, honing my skills within many cultures, along with equally diverse partners along the way. My journey started as a senior art director in San Juan Puerto Rico for a JWT, a stint that lasted a year before jumping to McCann San Juan as an associate creative director, working on Exxon regional and LATAM business amongst all the other brands on the agency's roster. Two years later I'm transferred to McCann New York's International Team (a team of creative directors thrown together to work on Global Coca Cola, Gillette and Goodyear business ) filming and leading creative teams in Latin America and Eastern Europe... yea, good move. Being a bit of a grease monkey, my next post brought me to Coyne Communications as executive creative director, managing brands like, BMW, Land Rover, Rolls Royce, Jaguar and Exxon Mobil on international and national campaigns. From here I took a turn to my roots and joined The Vidal Partnership (one of the most recognized multicultural agencies in the US)...bringing my ecd experience to Nissan, Heineken, Sprint, J&J as well as Kraft Foods.

Specialties (GM & LATAM):

Strategic Creative Focus

Integrated Communications

Development of Branded Content

New Business Development

Other core competencies: Film production. Post-production.  
Pre-press. Commercial Director. Digital Strategy.

Experience

VP, Director of Brand Engagement

Greater New York City Area  
May 2016 - Present

## Jude Connally Clothing

Support all aspects of marketing for a women's apparel company. Oversee and coordinate media spend and asset development for all consumer touch-points. Develop creative strategies and develop multi-channel campaigns to support sales goals supporting a brand that launches 10 new collections a year.

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Creative Director

Boston, MA  
Feb 2014 - Nov 2015

## Cone Communications/Omnicom

Oversee all strategic creative output. Inspire. Deliver. Repeat. Clients include; Barbour, Ben & Jerry's, J&J, Keurig, Lindt, Purina, Sprint, Target,

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Executive Creative Director

NY/NJ  
Oct 2011 - Feb 2014

## karyon

Developed total integrated marketing programs and content for City National Bank, Verizon Wireless, Jude Connally, EON, McCann and Willow. New Business development from external and internal clients.

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VP, Executive Creative Director

New York, NY  
Sep 2004 - Oct 2011

## The Vidal Partnership

Developed total integrated marketing programs for US Hispanic Market. Clients; Nissan North America, Diageo, NFL, The Home Depot, Sprint, Johnson & Johnson, Mastercard, Heineken New Business development from external and internal clients. Manage ATL, Digital, Direct and Promotional creative teams. International & National Award recognition.

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Executive Creative Director

Morristown, NJ  
Sep 1996 - Sep 2004

## Coyne Communications

Developed Total Integrated Marketing Programs for National/International markets. Clients include; BMW Group, Land Rover NA, Land Rover UK, Rolls-Royce, Intel, ExxonMobil, AT&T, Chubb Insurance, Omnipoint (T-Mobile), Minolta, Sony, VTech, XM Satellite Radio  
National and International Award recognition

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VP, Creative Director International Team

New York, NY  
Mar 1990 - Sep 1996

## McCann WorldGroup

Developed Global/International/National Print &TV Campaigns. Clients include; Coca-Cola, Gillette, General Motors, Goodyear, CCNR/Nestea, J&J/ Advance Care Products, AT&T, Parker & Waterman writing instruments, Unilever(Worldwide Creative Director on Vaseline Brand).  
National and International Award recognition

### Education

BS Communication Design

New York, NY

## Pratt Institute

### Awards

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## Awards/Honors

2016: Miami Addy Awards | Judge | Film, Print, Digital, OOH |  
2015: Publicity Club of New England | Social Media  
Campaign/Creative | Gold | Qdoba  
2010: Advertising Age/AHAA Hispanic Awards | Direct Mail  
Gold | NFL  
2010: Kansas City DM Association | AMBIT Award Silver |  
Sprint  
2010: Kansas City DM Association | AMBIT Award Silver |  
Sprint  
2009: Kansas City DM Association | AMBIT Award Gold |  
Sprint  
2009: Kansas City DM Association | AMBIT Award Gold |  
Sprint  
2009: Miami Addy Awards | Judge | Film, Print, OOH |  
2008: Kansas City DM Association | AMBIT Award Gold |  
Sprint  
2008: IAB | MIXX Awards | Silver | The Home Depot  
2008: Ad Age/AHAA Hispanic Creative Awards | DM Gold |  
Sprint  
2007: Ad Age/AHAA Hispanic Creative Awards | Digital Bronze  
| Sprint  
2007: IAB | MIXX Awards | Gold | Century 21  
2007: IAB | MIXX Awards | Bronze | Unilever - Caress  
2007: Interactive Media Awards | Outstanding Achievement |  
Wendy's  
2007: 3rd Annual Hispanic Marketing Conference | Voz Latina |  
Speaker  
2007: Unilever | Excellence Awards | Best Integrated  
Campaign | Caress  
2006: Telly Awards | Commercial | Bronze | "Suburbs" | Nissan  
2006: Davey Awards | Film | Gold | "Suburbs" | Nissan  
2006: Ad Age/AHAA Hispanic Awards | Integrated | Silver |  
DirecTV  
2006: Ad Age/AHAA Hispanic Awards | Integrated | Bronze |  
DirecTV  
2006: Ad Age/AHAA Hispanic Awards | Multimedia | Bronze |  
Wendy's  
2006: IAB | MIXX Awards | Silver | The Home Depot  
2006: IAB | MIXX Awards | Silver | Wendy's  
2006: Web Marketing Association | Internet | Best Real Estate  
Microsite | Century 21  
2006: Web Marketing Association | Internet | Best Real Estate  
Online Ad | Century 21  
2005: Advertising Age/AHAA Hispanic Awards | Digital Gold |  
Century 21  
2002: IAAA | Direct Response | Silver | Range Rover | Land  
Rover

2002: IAAA | SUV Catalogue | Bronze | Range Rover | Land Rover  
2002: IAAA | Publication | Bronze | Land Rover Journal | Land Rover  
2000: NJ Art Directors Club | Best in Show | Words of Discovery | Land Rover  
2000: NJ Art Directors Club | Gold | Brochure | Words of Discovery | Land Rover  
1999: IAAA | SUV Catalogue | Bronze | Land Rover Journal | Land Rover  
1997: IAAA | SUV Catalogue | Merit | Land Rover Journal | Land Rover  
1996: IAAA | Publications | Merit | Range Rover | Land Rover  
1996: IAAA | POS Print | Merit | Range Rover | Land Rover  
1996: IAAA | Trade Shows | Merit | Land Rover  
1993: London International Awards | Corporate | Silver | McCann WorldGroup  
1999: AAP | Cuspide Awards | TV | Silver | Coca-Cola  
1999: AAP | Cuspide Awards | OOH | Silver | Bacardi  
1998: AAP | Cuspide Awards | TV | Bronze | ExxonMobil  
1983: The New York Society of Illustrators | "Jazz Portraits" | Student Award  
1983: RSVP New York | Directory of Creative Talent Award | "Crash"  
1982: Pratt Portfolio Scholarship | Pratt Institute  
1982: NY Society of Illustrators | "Down and Out" | Lila Acheson Wallace Award