

David C Giles • Creative Director • dgiles64@gmail.com • 646-761-1556

**The BAM Connection | New York, NY | Creative Director | Production Supervisor
(Nov 2015 – Present)**

Responsible for delivering award-winning campaigns across all channels for a wide mix of brands. In addition, my responsibility includes overseeing production on all brands and platforms including TV, social, and print. Other responsibilities I passionately pursue include directing, shooting, and editing various video content across all brands. I am also the sole UX/UI and Web Designer for which I enjoy creating mobile-first, responsive websites across numerous brands.

Client Wins: Birds Eye • Balneol • Parrot Bay Rum • Keystone Canna Remedies • Columbia Care • Church & Dwight: First Response, Rephrase, Replens • Akorn Pharmaceuticals: Zostrix, Mag-Ox400, Sinus Buster • Amlactin • Bausch + Lomb: Preservision, Envive • Deutsch Family Wine & Spirits: Yellow Tail Wine, Redemption Whiskey, Joseph Carr • Frederick Wildman: Riunite Wine, Maschio Prosecco • ZTE • Zegerid • Mylanta

**Wunderman | New York, NY | Freelance Creative Director
(Sept 2014 – Nov 2015)**

Responsible for projects ranging from TV for Spectrum Cable to content creation for Coca-Cola. Partnered with senior leaders to develop creative which won USTA.

Clients: United Airlines • USTA • Coca-Cola • Citibank • Charter Spectrum

**Sparks & Honey | New York, NY | Freelance Creative Director
(April 2013 – Sept 2014)**

Responsible for delivering best-in-class social media solutions and content creation in support of the agencies patented “Wave Branding” initiative. Also shot, directed, and edited emotional marketing campaign for Clinique empowering women.

Clients: Clinique, Hayat, Mattel, John Varvatos

**Big Fuel | New York, NY | Creative Director
(Jan 2011 – April 2013)**

Responsible for breaking new ground in social for all Big Fuel Clients. Led Cadillac, Buick, GMC, and T-Mobile. Also led Successful pitch efforts for Samsung, Chase, SPG, and Phillips. Grew the creative department from 6 to a fully staffed department of 15 with billings over 20 million. Directed and edited online content including real people and product stories that set the model for future efforts.

Clients: Cadillac • Buick • GMC • Samsung • Phillips • T-Mobile

**Digitas | New York, NY | Freelance Creative Director
(Jan 2009 – Jan 2011)**

Pitched and won TIAA-CREF with a 360-campaign including TV, print, interactive, direct, and social. Despite such a small budget I developed the most successful advertising campaign in TIAA-CREF's history, directly driving sign ups and growing base. Also led successful pitch efforts for Samsung and Proactive.

Clients: TIAA-CREF • Samsung • Proactive

**Razorfish | New York, NY | Associate Creative Director
(July 2008 – Jan 2009)**

Supporting the ECD I managed a creative department of 12, including concept, design, execution, and presentations. Also led the merger of the creative and UX departments which resulted in a gold Addy award for the new PC Magazine website. Also had the honor of creating the design for the new "Razorfish Health" website. Notable winning pitch efforts for Wyeth, KPMG, and AARP.

Clients: Wyeth • Relistor • KPMG • AARP • PC Magazine

EDUCATION

Western Michigan University | Kalamazoo, Mi | 1987 – 1988

Major: Fine Art

Center for Creative Studies | Detroit, Mi | 1988 – 1992

BFA • Major: Art Direction

School of Visual Arts | New York, NY | 2006 – 2007

Focus: Flash Design

General Assembly | New York, NY | 2013

Focus: Web Design

Nobile Desktop | New York, NY | 2013

Focus: WordPress

AWARDS

- 2021 • Addy • 1 Gold, 4 Silver
- 2021 • Clio • 4 Bronze, Short List
- 2021 • Graphis • Silver
- 2020 • Clio • Short List
- 2019 • Clio • Gold
- 2019 • Graphis • Gold
- 2012 • Webby • Bronze
- 2009 • Addy • Gold, Silver
- 2009 • OMMA • Members Choice
- 2003 • Kelly • Silver
- 2002 • Addy • Silver
- 2001 • Telly • Gold
- 1996 • One Show • Merit
- 1996 • Mobius • Silver

FILM FESTIVALS (Personal Documentaries)

- 2013 • Raindance FF (Cinematographer)
- 2012 • Austin FF (Cinematographer)
- 2012 • Mill Valley FF (Cinematographer)
- 2012 • Woodstock FF (Cinematographer)
- 2012 • Woods Hole FF (Cinematographer)
- 2009 • San Francisco IFF (Editor)
- 2008 • Tribeca Film Festival (Editor)
- 2008 • Seattle IFF (Editor)
- 2008 • Art Basel Switzerland (Editor)
- 2008 • Les Rencontres D'Arles, France (Editor)
- 2008 • Copenhagen IFF (Editor)
- 2007 • Library of Congress (Editor)
- 2006 • Pan African Film Festival (Editor)
- 2006 • The Karlovy Vary IFF (Editor)