

William Patton

Creative Director • Video & Film Director • Brand Storyteller

Contact

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Industry Experience

Gatorade	Illinois Tourism
SC Johnson	Illinois Lottery
Quaker Oats	Berghoff Beer
Kimperly Clark	Kroger
Coors Light	State Bank of Cross Plains
Black & Decker	Divine Savior Healthcare
NATUS	Marshfield Clinic
Motorola	First Webber
Mattel	NBA
Chase	
State Farm	

What I'll Bring

- The ability to unite and energize an entire company and create award winning work while having an awful lot of fun doing it
- Brand identity and development
- Campaign management and strong cross team collaboration
- Implementation of cost savings, processes and better ROI
- Strategic, business-focused results
- Excels at building an environment where teams can shine and grow
- Proficient in UX/UI engagement
- Stays up-to-date with media trends and inclinations
- Expertise in promotion and experiential marketing
- Film and video direction (long and short format)
- Effective selling and persuasion
- Exceptional presentation skills
- Digital/social applications and management

Where I've Been

Creative Director

Discover Mediaworks – Madison WI 05/2021 to Present

- Wrote and directed the two most watched, and most successful films in Discover Mediaworks thirty five year history
- Write and direct small-to-large production teams—including cinematographers, crew, audio engineers and on-camera talent—with a motivational, creative and proactive approach throughout the entire production process
- Manage a variety of TV and digital video projects from concept to completion—while keeping both creative quality and profitability in mind
- Work with project management and business development teams to research, plan and present concepts to clients
- Collaborate with various internal teams (creative, social media, editors, production teams, designers and content creators)
- Assist teams using programs and processes to conceptualize, present, and maintain cohesive creative and digital strategies for clients.

Executive Creative Director

6 AM Marketing – Madison, WI 05/2013 to 12/2020

- Led a team through the rebranding of a global medical device company
- Key team member in the agency pitch for a global outdoor fitness and recreational company. And BTW, we won the account
- Rebranded and relaunched a national fitness company

Education

The Illinois Institute of Art
Chicago, IL

Accolades

2016 Bronze Anvil

Direct Mail/Response
“Accept the Challenge”

Humanitarian Award

National Committee to
Prevent Child Abuse

NCMPR Paragon

Gold
Mid-State Tech College

NCMPR Paragon

Silver
Mid-State Tech College

Clio

Kroger

Telly

Kroger

- Oversaw production of all copy, art direction and design to coincide with branding strategy and maximize effectiveness.
- Initiated CRF (Creative Review Forum) enabling a more productive and streamlined process resulting in decreasing concept time.
- Met with various departments to review all data and analytics making sure campaigns were meeting expectations.
- Developed high-impact creative projects from concept to completion, including trailers and promotional content for client campaigns.
- Represented company at off-site trade shows and conventions.
- Managed and created campaigns with specific focuses in order to meet customer needs and creative visions.
- Worked with all internal departments with adherence to all policies and procedures.

Group Creative Director

FCB – Chicago, IL 05/2001 to 05/2007

- Created the “A Family Company” positioning for the SC Johnson Company. Went on to becoming one of the lonest lasting positionings and tagline according to Adweek magazine.
- Supervised and led art directors, writers and designers to achieve on strategy and on-brand creative.
- Worked with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Managed the succesful start-up of “an agency inside an agency” which targeted specific industries and clients

Group Creative Director

Ogilvy – Chicago, IL 01/1997 to 05/2001

- Oversaw the day to day advertising responsibilities of several national and global clients
- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Collaborated with outside vendors to manage project progress and milestones.
- Worked closely with account executives to maintain strategic integrity.
- Was the direct report to full teams of writers, artists, designers and project managers.
- Responsible for client and new business presentations.