

jonathan hudson

Contact Info

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Professional Profile

Offer over eight years of successful experience in creating online and offline branding environments for high profile, Fortune 100 and Blue Chip clientele. Consult with senior-level client representatives to effectively identify, conceptualize, create and develop innovative strategies. Coordinate and direct productive creative, production and technical teams. Successfully manage outside vendors for quality and cost control. Recognize and seize opportunities to excel in building powerful new media brands.

Professional Achievement Awards

One Show Merit, Adweek MC Icon, ADDY, NY ADDY Award, 2000

Developed Sears' "Tools Rule" online advertising campaign that generated 65% increase in sales and site traffic.

ADDY Award, 2000

Developed Compaq's "Killer Facts" nonstop e-business campaign.

Short Listed, Cannes Cyber Lions, 1998

Launched the IBM online store containing over 85K pages. Site generated \$3M in daily business and was translated into 12 languages for global market penetration.

CASIE Award, 1996

Largest webevent to date for the worldwide-recognized IBM Deep Blue vs. Kasparov Chess Match (man vs. machine).

US News & World Report, October 31, 1994 - "First interactive portfolio"

Feature story, "Your Resume Plus a Song and Dance" profiling my interactive portfolio as "the future of personal promotion."

Professional Experience

Freelancer, New York, NY 2000-Present Creative Consultant

- Established successful creative consulting firm generating \$150K annual revenue.
- High profile clientele include IBM, Kodak, Nestle, Sears, Ogilvy & Mather, Bain & Company, Nascent State and Southern Company.
- Manage production teams and consulted with senior-level personnel in redefining brands.
- Developed award-winning online advertising campaign for Sears.
- Created bain.com for the world's largest consulting firm, Bain & Company.
- Developed executions within the award winning IBM e-culture campaign.

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Professional Experience (cont.)

DDB Digital/DDB Needham, New York, NY 1999-2000 **Associate Creative Director**

- Managed Compaq and Altavista accounts for multi-million dollar advertising agency.
- Solely responsible for creating and establishing Compaq online branding environment.
- Recognized for launching Compaq's award-winning nonstop e-business campaign.
- Directed and supervised creative teams and interacted with senior-level clientele.

CKS Partners, New York, NY 1997-1999 **Senior Art Director**

- Consulted/coordinated with executive clients and creative/technical/production teams to develop integrated web, identity and print projects for 500-employee integrated marketing firm.
- Major clients included Clinique, IBM, Motorola, Whirlpool, Boston Consulting Group, IMS Health, Millipore and Worldbank.
- Exclusive creator of IBM's online store which was Short Listed at Cannes.
- Developed the Disney go.com logo.
- Created and built world's largest online durable goods store, brandstand.com for the Boston Consulting Group.
- Successfully redefined Millipore's brand and identified business objectives.

Ogilvy & Mather Worldwide, New York, NY 1995-1997 **Art Director**

- Developed traditional and online campaigns and web projects for the billion dollar advertising agency.
- Managed major clients including American Express, Duracell, Lotus, IBM, USSB, and Cheesebrough Ponds.
- Launched Lotus Domino online.
- In 1995 IBM was the largest internet advertiser. That year all IBM internet campaigns were developed and implemented solely by myself.
- Designed and coded the IBM World's Fair Pavilion for park.org and the award-winning IBM Christmas Advent Calendar as well as developing the backend interface to IBM Atlanta Olympics website (WOMplex).
- Developed award-winning campaign for world-renowned IBM Deep Blue vs. Kasparov chess match.
- Built and maintained ogilvy.com's brandnet.
- Coordinated with outside vendors, production teams and technical leads.
- Implemented countless intranet solutions for O&M clients (IBM, Cheesebrough Ponds, Amex)
- Ogilvy's first Cyber-Hire

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Education

Syracuse University, Syracuse, NY
Bachelor of Fine Arts, Advertising Design, 1994
GPA: 3.8
Deans List, 1993 and 1994
Scholarship Chairman, Beta Theta Pi Fraternity
Studied design at the Royalty Studios, London England

Professional Affiliations

Member, AIGA, 2000-Present
Member, Graphic Artist's Guild, 2000-Present
Member, One Club, 1996-Present
Member, New York Art Directors Club, 1995-Present

References

"Early on, I recognized Jon as a first-class aesthete...And in all, he is brand-informed, customer-informed, and business-informed in his executions...Jon is a pro. He has run creative on large projects with multi-million dollar budgets, so he's battle tested. And in battle, he shows himself to be a very good leader, good at inspiring creative teams to put flesh and bone on a creative skeleton...his decorum on high stress jobs is highly commendable...This unflappability made him the man to put on the toughest accounts and clients in the shop, and he remained just as competent, level-headed, and reliable as always - and produced some terrific work as well." - J. Haft

Jeremy Haft
Formerly Creative Director, CKS Partners
Chairman, BchinaB, Inc.
Vice Chairman, e-CHRON, AB
New Media Faculty, NYU

Additional references available on request.