



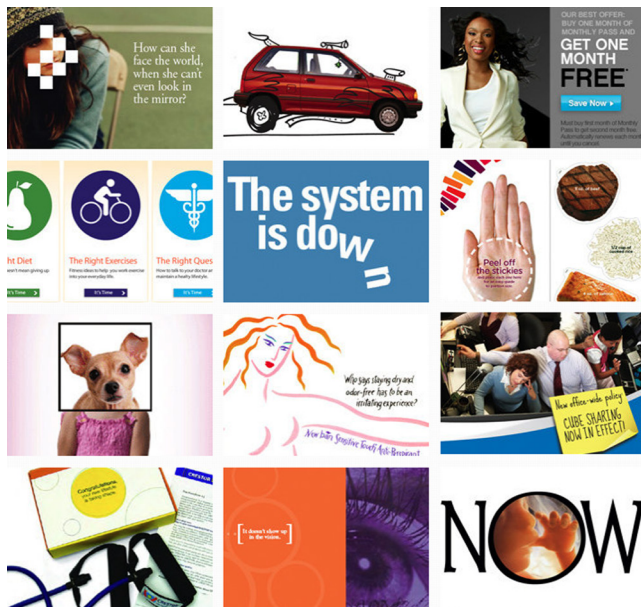
Eliot Weinstein • Art Director  
160 West 71 St. #6R, NY, NY 10023

## I'm an integrated, problem solving art director.

It goes beyond knowing digital, print and TV or the latest Adobe programs and special effects.

It has more to do with creative problem solving at all levels—interpreting concepts, building brands, understanding the hearts and minds of customers, clients and colleagues.

It starts with listening and learning, observing and asking. Once the foundation is there, I tap into my skills and my creativity. That's how I go about all projects, from winning pitches, creating ad campaigns, branding, web, email, B2B, CRM, integrated marketing and logo design. I love the challenge, the process and the results. You will too.



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## FREELANCE

**Saatchi & Saatchi Wellness:** Humira

**Zezo Digital:** Promethean Inc., ClassFlow

**Brushfire Inc:** Thompson's WaterSeal, New Jersey Lottery

**CDM:** Tolvaptan, Tigacil, Zyvox

**G2:** Eli Lilly; Humalog, Boehringer Ingelheim; Aggrenox, Time Warner Cable Business Class

**DIGITAS:** Crestor, TIAA-CREF, American Express

**Unit 7:** Pfizer; Lipitor, Detrol LA, Bristol-Myers Squibb; Plavix, Bayer; Contour TS

**Wunderman:** Citibank, IBM, Sony, Xerox

**FCB Healthcare:** Merck; Zocor, Flomax, Optalink

**Pace:** Barr Labs; Seasonale Pitch

**Communication Plus:** National Education Association

**Altras:** Corporate Identity and Promotion

**National Hemophilia Foundation:** Brochures

**Rapp Collins:** Pfizer, Cox Cable

**CommonHealth:** Mead Johnson; Enfamil

## FULL TIME POSITIONS

**Avrett Free & Ginsberg:** Associate Creative Director/Direct Response; The Glazier Group; Michael Jordan's Steak House, Del Labs; Dermarest, Lorillard 2004–2005

**Gotham:** Bristol-Myers Squibb: Senior Art Director/General Advertising; Dial Corp., Bufferin, Ross Labs. 1993–1995

**Saatchi & Saatchi:** Senior Art Director/Regional Advertising; Toyota 1991–1992

**McCann Erickson:** Art Director/General Advertising; Lufthansa, AT&T, Nintendo, Black & Decker, Coca-Cola Lever Brothers, Mennen, Alka Seltzer. 1986–1991

## EDUCATION

**Boston University:** BFA In Graphic Design,

**School of Visual Arts:** Various advertising/digital classes

## AWARDS

**MM&M 2011 Best in Class:** Top rated patient support program, Humalog, *My Small Step*

**DTC National 2009 Adv. Award:** Gold/Best CRM/Direct Mail campaign Finalist, Crestor 360

**Creativity Award: Certificate of Distinction:** Bristol-Myers Squibb, Ban

**Best Of: Art Direction Magazine:** Bristol-Myers Squibb, Ban

**Creativity Award:** Certificate of Distinction, Coca-Cola USA

**Medical Graphic Advertising Award RX Club:** Award of Excellence, Whaledent International