

LEWIS WILLIAMS

175 E. Delaware Place, #6612 □ Chicago, IL 60611
312.475.1634 □ www.Lewforhire.com

SUMMARY

- Creative advertising leader with over 20 years of experience planning and executing compelling traditional and non-traditional TV, digital, print and radio campaigns for leading general market and multicultural advertising firms
- Insightful market analyst with a deep understanding of consumer behaviors across both general and African-American markets having developed multicultural campaigns that successfully crossed into the general market, including two Super Bowl ads
- Award winning creative leader having developed and led award-winning campaigns recognized through industry leading competitions, including The One Show, Communications Arts, ADDY, HUGO, Effie and New York Festivals
- Trusted business partner having successfully shaped, influenced and transformed creative strategy and executions for globally recognized brands, including American Airlines, McDonald's, Walt Disney World, Miller Lite, Hallmark and Toyota
- Collaborative teacher, mentor and leader with experience building and leading high performing teams of up to 42

EXPERIENCE

BURRELL COMMUNICATIONS, Chicago, IL, 2006 – Present

Executive Vice President and Chief Creative Officer, 2006 – Present

McDonald's, Toyota, General Mills, Proctor and Gamble, American Airlines, Comcast

- Oversee creative strategy and execution for \$135MM leading multicultural full-service advertising agency serving premier global brands, including McDonald's, Proctor & Gamble and Toyota
- Built and leading a high performing team of up to 42 creative writers, art directors, digital designers, and producers overseeing creative vision, quality and timely execution of traditional and non-traditional digital, print, TV and radio campaigns
- Successfully pitched new and incremental business opportunities resulting in annual growth of up to 10%
- Earned prominent industry awards, including ADDY, The One Show, Hugo, New York Festivals and Communication Arts awards, recognizing creativity and impact of notable campaigns with McDonald's and Toyota
- Selected from dozens of agencies for coveted TV spots aired during the 2008 and 2012 Super Bowl successfully showcasing creative, universal appeal beyond the targeted African-American market – ads reached more than 111MM viewers
- Led design and launch of a groundbreaking \$1MM+ campaign for American Airlines building and growing *BlackAtlas.com*, a standalone, interactive website providing travel videos, advice and community discussions for over 1MM members
 - Planned and produced over 100 videos from destinations throughout the world
- Co-Designed and built agency's first-ever digital marketing department recruiting talent and integrating processes to won new business under highly competitive conditions, including the acquisition of \$4MM Comcast account

LEO BURNETT CHICAGO, Chicago, IL, 1991 – 2006

Sr. Vice President, Creative Director, 2003 – 2006

VP, Creative Director, 2000 – 2003

Walt Disney World, U.S. Army, Allstate

- Oversaw all television, print and radio creative execution for \$200MM+ Walt Disney World and Disney Cruise Lines accounts collaborating with a senior writer and overseeing teams of up to six creatives
- Successfully repositioned Disney brand across African-American audiences improving overall brand image through relevant and creative television, radio and direct mail executions
 - Seamlessly transitioned several television ads to the general market demonstrating strength in universal story telling
- Co-Led development and launch of new campaign slogan, "Where Magic Lives"
- Hand selected by President of Proctor and Gamble to lead the creation and execution of a pro-bono television campaign for the National Underground Railroad Freedom Center in Cincinnati
 - Recognized by the United Nations and earned several major New York Festivals awards
- Co-Developed and led intensive pitch process in pursuit of \$1B+ U.S. Army rebranding initiative, the first since 9/11 – participated in Boot Camp and presented to high ranking officials within the Pentagon

Associate Creative Director, 1997 – 2000

Senior Art Director, 1991 – 1997

McDonald's, Hallmark, Miller Lite

- Developed and executed creative concepts and solutions for large, global accounts representing up to \$300MM in annual billings – collaborated with teams of up to 18 writers and creative developers
- Proactively developed and pitched television, print and radio ideas contributing to numerous award-winning campaigns
- Consulted teams on ethnic marketing strategies leveraging in-depth knowledge and understanding of both the general and African American markets to inform campaigns

DMB&B, St. Louis, MO, Art Director, 1989 – 1991

EDUCATION

KENT STATE UNIVERSITY – Kent, OH

- Bachelor of Fine Arts in Graphic Design

ACTIVITIES/INTERESTS

- Effie Judge 2016 (Final Round)
- American Association of Advertising Agencies, Member, 2009 – Present
- Chicago Advertising Federation, Board Member, 2011 – Present
- Lewis and Dona Williams Endowment Fund, established for minority and economically-challenged art students at Kent State University, Benefactor, 2008 – Present
- Interests include long distance running (26 marathons and counting), yoga and mentoring