

John Bollow

Effective creative director & strategic storyteller

johnbollow@gmail.com • (818) 445-1627 • 1833 Fiske Av, Pasadena 91104 • <http://johnbollow.com>

Summary

A creative director obsessed with unlocking consumer delight to create measurable impact with campaigns and videos for Nestlé, Cisco, Toyota, Wells Fargo, Kawasaki, and Plantronics.

20-years spent hunting down strategic insights to drive content creation for NASCAR, HBO, JP Morgan Chase, Mattel, Hyundai, Acura, SoCal Edison, Avery, Aramark, and Operation Smile.

A natural teacher and mentor who has led creative teams to success in video production, photo shoots and advertising, and who regularly gives lectures on creativity and strategic branding.

Published author, passionate wordsmith, and co-founder of video production company Bulldog & Dram.
Reel → <http://bulldoganddram.com>

Leadership Recognition

“Some agencies can create a big idea, some can develop the brand expression, very few can do both.” – Nestlé AVP of global creative and media

“They understood aspects of our brand better than some of the tenured members on our team.”
– Wells Fargo sector manager

“The work quality is by far one of the best I’ve encountered.” – Cisco security systems executive

Professional Experience

The Undivided Agency

Director of Content & Strategy

Contract
2016-present
Pasadena, CA

CISCO – Wrote videos and social .gif’s which drove high performing downloads, and infographics that earned a "cyber security infographic must-see" by *IT Governance*. → <https://vimeo.com/203718280>

KCM (Hitachi-Kawasaki) Conceived new brand tagline, launch campaign and collateral after Hitachi Construction Machinery acquired Kawasaki.

ARAMARK – Created videos, social media and national campaigns including co-marketing launch for Dickies Apparel.

Green Dot Corporation

Creative Director

Contract
2015-2016
Pasadena, CA

Conceived, cast, scouted, and directed the first brand photography library in company history.
Directed social media video shoot of comedian Steve Harvey, company spokesperson.
Management of internal employees for new website, branding, and campaigns.

The OIC Agency

Creative Director

2012-2014
Pasadena, CA

Expanded internal agency video productions, which grew new revenue. Developed new brand strategy competency, which won \$4m of new agency billings.

NESTLÉ – Helped create new rebrand of PowerBar with tagline *You’re Stronger Than You Think*.
Our rebrand tested in the top 15% of all Nestlé brands worldwide for impact and retention and set **PowerBar up for successful sale** to Post Holdings for CHF. 200M. → <http://johnbollow.com/nestle>

PLANTRONICS – Wrote strategy and “Charlie,” the highest performing ad campaign in company history across all sectors and audiences while using only 25% of media spend.
Achieved 27.4% post-landing page site engagement with 60% clicking to ecommerce pages
Realized a click-through rate 7x industry average (0.52%) → <http://johnbollow.com/charlie>

TORANI COFFEE SYRUPS – Conceived and wrote parody of cooking show, and a digitally integrated campaign that **facilitated largest month-on-month online sales in company history** and grew Facebook fans by 440%. → <http://johnbollow.com/torani>

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Professional Experience (continued)

WPP \ Possible
Creative Director
Contract
2011-12, 2014-15
Culver City, CA

Spearheaded new brand strategy business, growing category revenue for agency.
Pioneered modular ad system & social for **Southern California Edison** → <http://johnbollow.com/edison>
Produced first-ever agency streaming radio spot for **Mitsubishi**.
Wrote television spot for **Major League Baseball**. → <http://johnbollow.com/mlb>
Directed new research-driven brand strategy for Michael Milken's **Prostate Cancer Foundation**.

Bicycle & Crow, Inc.
Principal
2008-2012
Los Angeles

Founded a creative firm to partner with ad agencies to create digital and video content. Highlights:

HBO – **Wrote versatile modular script** that kept post production costs low (partnership with Digital Kitchen). → <http://johnbollow.com/HBO>
Avery – **Wrote social videos** which became messaging platforms for blogger outreach, Twitter, ads, and email communications (partnership with iCrossing).
Acura – **Conceived and innovated IP-sniffing digital ad** to emulate car's traffic and weather feature in real-time (partnership with Genex).

Innocean
Digital Creative Director
Contract, 2009
Huntington Beach, CA

Digital creative director for Hyundai. Oversaw project management for digital dealership kiosk:

Reimagined kiosk and created content to rectify dealer concerns.
Managed communications between Hyundai executives and digital vendor.
Orders from dealers rose 27%.

Publicis Modem
Associate Creative Director
Contract, 2007
New York, NY

Creative and conceptual leadership of writers, art directors and flash designers on new business pitches for **Renault SA**, **Sanofi Aventis** and **Glaxo Smith Klein**.
Created interactive web experience for Nestlé Real Dairy.

Saatchi & Saatchi LA
Copywriter
2000-2006
Torrance, CA

Hired for Toyota's first dedicated digital team and expanded role into print and broadcast, including Toyota's successful launch into NASCAR, an award-winning interactive experience for Land Cruiser, and writing a spot for filmmaker Errol Morris. → <http://johnbollow.com/errol-morris>

Instructor & guest lecturer

MBA program, Azusa Pacific University, "Brand Narratives," 2017-2018
Institute for Advanced Advertising Studies, UCLA/The 4As, 2015-2018
Cal State Long Beach, undergraduate advertising, 2016
UCLA Extension, "Writing for Marketing and Advertising," 2016-2017
Art Center College of Design, "Strategic Approaches to Copywriting," 2011-2017

Education

B.A., Psychology
Taylor University, Indiana, 1990

Volunteer

Chaplain's Eagles counselor, Juvenile Detention Center, Sylmar, CA (5 years)

**I'm in the long goodbye
to every nice thing
I've ever owned**

My boys Sam (10), Finley (8), and Cooper Lee (6) are a maelstrom of raffish delight who blitzkrieg their BMX bikes across our backyard, scaring the chickens. When I'm not mountain biking or sneaking Hot Wheels into my shopping cart, I'm on a hunt for the perfect whiskey, neat. I've skydived over the Mojave, looped a Cessna over Malibu, and rode on a B-17 Flying Fortress. But no thunder in heaven compares to the Monterey Historics at Laguna Seca, where you can find me every August. Thereafter, in the fall, I follow my beloved Chicago Bears; in 2007, I followed them all the way to Super Bowl XLI. But all I got there was a cold.