

BILL LAWRIE
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FREELANCE 2004–Present

Creative Director/Writer

CHEMISTRI, DCODE, DCA, Y&R/DETROIT, BRAND BUZZ,
EURO RSCG TATHAM, SFGT/PHILADELPHIA, MERKLEY AND PARTNERS,
OUR MAN IN HAVANA
Provide freelance writing and creative direction for a diverse array of advertising agencies. My work involves print, broadcast and digital responsibilities. I'm often brought in to run new business pitches.

TAXI FILMS 2004 – 2013

Director

Direct commercial productions for clients including The Home Depot, Cadillac And Musselman's Apple Sauce.

EURO RSCG 2001 – 2004

Group Creative Director

Reckitt Benckiser Foods, Harris Direct, International Paper
Managed a lead creative group in the agency,
won numerous awards, produced high profile creative.

HILL HOLLIDAY/NY 2000 - 2001

SVP/Group Creative Director

Citigroup, Fidelity Investments, PriceWaterhouse Coopers
Responsible for managing a small group of creative people that produced work for existing clients, and new business pitches.

MESSNER VETERE BERGER MCNAMEE SCHMETTERER 1991 - 2000

Senior Writer/Creative Director

Volvo, MCI, Club Med, New Balance Athletic Shoes,
Universal Theme Parks, Philips Electronics
Managed the creative on accounts ranging from \$25 million in billings to \$250 million.

EDUCATION
Rutgers University
B.A. Journalism

1988

SKILLS
Writing, Concept Development, Strategic Development,
Video Production, Final Cut Pro, After Effects, HTML