

# JUDYTH GREENBURGH / CREATIVE DIRECTOR

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## IN SHORT

I am a creative director.

And like all of us, the things I have seen and done have shaped me personally as well as professionally.

I've traveled the world three times over on assignments. Hobnobbed with billionaires & served the homeless.

I am seasoned yet fresh. I have worked with Fortune 500 & grass roots clients.

I have experience with branding, strategy, communications, concepts & design across all media.

I can direct, manage teams, photograph, film, write, promote, produce & present, while instilling trust and inspiration in both clients and colleagues.

My passion is to make a creative difference.

And, I do love to shake things up!

I hope my experience and passion fits your needs.

## IN DEPTH

### Freelance Creative Consultant | 2009 - Present

Maintaining an international portfolio of clients from start-ups to Fortune 500 clients:

- Art Director at Lone Pine Film History Museum for 5yrs: Exhibit design, interpretive writing, PR, branding & advertising.
- Communications director for the Owens Valley Growers Cooperative, Website, Fundraising, Strategy, Social Media.
- Activities Director for Toiyabe, Shoshone Paiute TANF after school program.
- Consultant for Badwater Ultra Marathon, Front Edge Publishing, Project Avary, OVC, Mt Williamson Hostel,
- Teaching film making at Big Sur charter school.
- Docent at the Monterey Bay Aquarium as a guide, specializing in climate change.
- Founded Soul River Studios in Big Sur: a creative community salon, exhibits, events, and workshops ([www.soulriverstudios.com](http://www.soulriverstudios.com))
- Facilitated personal and professional branding workshops: "What's your Motive?"

### Collaborate SF | SF CA | 2005 - 2009

*Creative Director*

- Head of the creative department - responsible for international corporate strategy development, identity & communications.
- Founded the charity [www.CharlesVanDammeFerry.org](http://www.CharlesVanDammeFerry.org): Through events, exhibitions and documentary film, we told story of a local ferryboat built 1976, successfully created awareness and raised funds. We have since saved the ferryboat's artifacts from demolition and currently restoring it for public display in Waldo Point State Park - Sausalito, Marin.

### International Freelance Creative Director/Photographer/Consultant | USA and Europe | 2001 - 2004

- Agencies: Creative Director for Doorn & Roos NL: Strategy & creative direction for advertising, events & MRM.
- Sr Art Director for The Frank Agency, NL: Directing creative work & preparation of strategy for pitch work.
- Senior Art Director at Ogilvy & Mather and Ogilvy One UK, helped create the Dove's women's campaign.

### Anderson & Lembke / McCann Erickson | Amsterdam Netherlands & San Francisco | 2001

*Senior Art Director*

- Part of a core team to create consistency amongst brands and designed many of the agency's PR pieces.
- Transferred to San Francisco - the agency became McCann Erickson, I became VP Associate Creative Director & an American Citizen. Responsible for the management of creative & online projects also loaned on a regular basis to the UK, NL & NY offices.

## WAIT, THERE'S MORE

Other work experience includes:

Senior Art Director at Young & Rubicam | Amsterdam NL,  
Senior Art Director Saatchi & Saatchi Eastern Europe | Germany,  
Creative Director at Uniphoto/Pictor International Photo library | London,

Senior Art Director Leo Burnett | London UK,  
Art director Cliff Freeman & Partners | NY,  
Art director Saatchi & Saatchi | London UK.

## SHINY OBJECTS

- D&AD: Club 18-30 (Press), Conservative Party (Press & Poster), Sherley's Pet Care (Press), Silk Cut (Press & Poster) -, Samaritans (Press & Poster)
- TRAVEL AWARDS: British Airways: Overall Gold & Best Color Press Campaign, CAMPAIGN: Silk Cut (Press & Poster), Samaritans (Press & Poster)
- EURO BEST: UK Charity Lotteries (TV) - 1991, TIME OUT: Travel Photographer of the year , GOLDEN LOEKIE & ACDN:, KLM, Energie efficiency (TV, PTT (packaging)
- CANNES LION: Acuvue TV (shortlisted), BRITISH TELEVISION AWARDS: Acuvue,
- EXPOSURE AWARD: Still life photo exhibited at the Louvre- Paris, France - 2015.
- INTERNATIONAL COLOR AWARDS - Honorable Mention - 2016

## SUMMARY OF SKILLS

CREATIVE DIRECTION from strategy & concept to design and final output (print, film, TV, radio & web.) client presentation, designing, team leader, public speaking. ART DIRECTION: photography, filming, writing, illustration, logo design, exhibit design & interpretation; ART BUYING & PRODUCING: sourcing, budgets, directing. Illustrators, photographers, printers & contractors; TEACHING: workshop leader & guide; PR & EVENTS: director, producer, fundraiser, and coordinator.

## SOFTWARE

Adobe Creative Suite: (Photoshop, In design, Illustrator, Flash, DW); Final Cut Pro; Microsoft Office (Power Point, Word, Excel)  
Apple and PC savvy

## ALMA MATER

Distinction in Art Foundation: BA Honors Degree in Design for Communication Media – Manchester University, UK

## THE REST

Story telling, scuba diving, sailing, travel, geometric sculpture, horse riding, film, karaoke, fire dancing, playing banjo, marine biology (I was a docent for Monterey Aquarium), throwing large costume parties, recycling junk into art, creative problem solving, inventing, and a whole lot of laughing.