

JUDYTH GREENBURGH / CREATIVE DIRECTOR

T: 415.272.3611 • curlybirdjude@gmail.com • <https://www.jgreenburgh.com>

PROFESSIONAL SUMMARY

I am a creative director & consultant, both seasoned yet fresh with over 30 years experience in branding, strategy, experiential communications, concepts & design across all media. I work with Fortune 500 & grass roots clients and have experience with branding, strategy, communications, concepts & design across all media, whilst managing budgets to create relevant & effective informative experiences. I can direct, manage teams, photograph, film, write, story telling is my passion, promote, produce & present, while instilling trust and inspiration in both clients and colleagues.

As a conceptual artist I have combined my skills from years as a creative director with my passion for making a positive difference by sharing creative ways to reduce landfill with re used materials. I enjoy reclaiming what has been abandoned through the transformative process of creating art. 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.

PROFESSIONAL EXPERIENCE

Freelance Creative Consultant 'Curlybird Creative' | 2009 - Present

Maintaining an international portfolio of clients from start-ups to Fortune 500 clients here are some examples:

- Schools Recycling Outreach for Inyo County waste management: *strategy, production, image sourcing, presenting.*
- Art Director at Lone Pine Film History Museum: *Exhibit design, interpretive writing, PR, image sourcing.*
- Communications director for the Owens Valley growers Coop: *Image sourcing, Website, PR.*
- Activities Director for Toiyabe, Shoshone Paiute TANF After school Program. *Programming, presenting.*
- Creative consultant for Toiyabe, Shoshone Paiute tribe. *Exhibition design& image sourcing.*
- Photographer & videographer for <https://wildernesstorah.org/>
- Consultant for Michelle Veneziano D.O. *Strategy, image sourcing, social media.*
- Other clients include: Badwater ultra marathon, Front Edge Publishing, Project Avery, Mt Williamson Hostel, Big Pine & Lone Pine Schools.
- Launched <https://www.12frames.com>, a system for selecting & sharing images by the dozen.

Creative Director Collaborate SF | SF CA | 2005 - 2009

- *Head of the creative department, responsible for international corporate strategy development, identity & communications.*

International Freelance Creative Director/Photographer/Consultant | USA and Europe | 1989 – 2004

- Creative Director for Doorn & Roos NL: *Strategy & creative direction for advertising, events & MRM.*
- Senior Art Director at Ogilvy & Mather and Ogilvy One UK: *worked on Dove's women's campaign.*
- Senior Art Director at Anderson & Lembke / McCann Erickson | Amsterdam NL & SF, USA:
Part of a core team to create consistency amongst brands and designed many of the agency's PR pieces. Transferred to SF - 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.
- Senior Art Director, Young & Rubicam | Amsterdam NL
Worked with KLM airlines and learned Dutch to be able to work with the local clients.
- Senior Art Director, Saatchi & Saatchi Eastern Europe | Germany
 - On the management team leading the creative via workshops in the Russian & Group Head Eastern European agencies.
- Creative Director, Uniphoto/Pictor International Photo library | London, UK
 - Designed the catalogues, organized shoots, managed the creative department & organized PR events to attract new talent.

I travelled the world as a photojournalist and won the Time-Out travel photographer of the year in 1992

THE FORMATIVE YEARS

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

(Paul Arden, the creative director plucked me out of college. I started to win awards within the first year.)

AWARDS

Photography

10th INTERNATIONAL COLOR AWARDS, Nominee
9th INTERNATIONAL COLOR AWARDS, Honorable Mention
EXPOSURE AWARD: Still life, exhibited at the Louvre- Paris, France.
TIME OUT: Travel Photographer of the year,
Exhibited at Photographers gallery London – UK

Creative / Art direction

GOLDEN LOEKIE & ACDN – The Netherlands
ACDN: KLM, Energie efficiency (TV, PTT (packaging)
CANNES LION: Acuvue TV (shortlisted),
BRITISH TELEVISION AWARDS: - Acuvue,
EURO BEST: UK Charity Lotteries (TV)
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)

VOLUNTEER WORK

When in Sausalito, I founded the project <https://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 ferryboats artifacts from demolition and currently restoring it for public display in Waldo Point State Park – Sausalito, Marin, Ca.

In Big Sur I was a docent at the [Monterey Bay Aquarium](#) as a guide, specializing in climate change.

As Former president for the [Owens Valley Growers Coop](#). LA DWP took all the water rights in the Owens Valley leaving dry lake. Our best defense was to thrive, thus we promoted food sovereignty,

Vice president for the [Inyo Council for the Arts](#). <https://inyo.org/> teaching afterschool programs & an art docent.

Founder and president of <https://www.goodent.org/> a local non-profit, our mission is to reclaim materials, spaces and a sense of wonder. Current projects include reopening a local theater, reuse art schools programs, zombie dances and more!

EDUCATION

BA Honors Design for Communication Media – 2-1, Manchester University, UK,
Art Foundation, Distinction – Harrow school of Art, UK

SOFTWARE

Adobe Creative Suite: (Photoshop, InDesign, Bridge, Illustrator, Light Room, Premiere Pro) Microsoft Office (Power Point, Word, Excel) Asana, Apple OS and IOS software savvy, Instagram & Facebook trained & learning all the time

THE REST

Story telling, scuba diving, travel, kaleidoscope design, 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.

Examples of my work can be seen at <https://www.jgreenburgh.com> or <https://linktr.ee/curlybirdjude>

and references are available on request.

CLIENT LIST

Alcohol:

Amstel
 Brothers Brewery
 Bols
 Castlemaine XXXX
 Schweppes
 United Breweries
 Zatec Beer

Beauty/ Fem products:

Ariel
 Always
 Clearasil
 Cosmetic Counseling
 Cosmetic Support
 Dove
 Head & Shoulders
 Ivory
 Max Factor Europe
 Oil Of Olay
 Pampers
 Sally Hansen
 Supercuts
 Vidal Sassoon

Cars:

British Petroleum
 Land Rover
 MG Rover
 Skoda

Charities/ Non-Profits:

Farms for City Children
 London Fire Brigade
 Lone Pine Film History Museum
 Metabolic Studio
 NSPPC
 Owens Valley Growers Co Operative
 Owens Valley Committee
 Project Avery
 The Samaritans
 YMCA SF

Cigarettes:

Davidoff
 Silk Cut (Gallagher)
 Sobranie
 West

Fast food:

Albron Catering
 Jamba Juice
 Little Caesars
 McDonald's
 Wendy's

Financial:

Bradford & Bingley
 Ernst & Young
 Franklin Templeton
 NCR

Holistic:

CIIS
 Clarus / Q-link
 Esalen
 IONS (Institute Of Noetic Sciences)
 Kabbalah Center SF
 Link Tv
 One Taste
 Shen Therapy

Gambling:

UK Charity Lottery

Government:

COI Energy Efficiency
 The Conservative Party
 Energie Ned: Efficiency

Kids:

Gamespot
 Intertoys
 Lego
 Le Jardin
 Mattel
 Venco
 Venz

Newspapers / Media:

CEM Productions
 Daily Star
 Front Edge Publishing
 HBO Comedy Channel
 Mills & Allen Billboards
 The Times

Packaged Goods:

Ariel
 Cereal Partners
 Delmonte
 Kellogg's
 Nescafe
 Nestle
 Perrier Europe
 Snickers

Pharmaceutical:

Acuvue
 Flixonase
 Johnson & Johnson
 Karvol
 Novogen Red Clover
 Zantac

Technology:

Agilent
 Canon
 Cisco
 Hewlett Packard
 IBM
 Macrovision
 Microsoft
 Motorola
 PTT
 SGI
 Seagate
 ShoreTel
 Tektronix

Travel:

British Airways
 British Rail
 Exodus
 KLM
 United Airlines

AGENCIES

Anderson & Lembke: NL & USA
 BMP: UK
 BBDO (FHV): NL
 Cliff Freeman & Pttrs: NY
 Collaborate: SF
 Doorn en Roos: NL
 Foote Cone & Belding: UK
 FCO
 Frank Agency: NL
 Leo Burnett: UK
 Lowe Howard Spink: UK
 Mc Cann Erickson: UK & USA
 Ogilvy & Mather: UK
 Ogilvy One: UK
 Saatchi & Saatchi: UK & Eastern Europe
 Y&R: NL

PLACES TAUGHT

D&AD - London UK
 Academy of Art SF CA
 Berkeley University
 Big Sur Charter School
 Toiyabe Shashone Tribe

COUNTRIES WORKED

UK
 USA (UK & USA citizenship)
 Germany
 Eastern Europe
 Netherlands

PLACES WORK HAS REACHED

Australasia, Europe, Eastern Europe, Far East, India, Middle East, Pacific Rim, USA, UK