

MICHAEL LOWES

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CAREER SUMMARY

A highly creative advertising professional with vision and experience, recognized by upper management for consistently delivering relevant marketing solutions. Adept at thinking outside the box in creative development and execution of television commercials, magazine spreads, direct mail assets and web materials. A visionary with a proven ability to manage and lead key project contributors to exceed expectations with deliverables.

- Special expertise in television production and post production.
- A strong sense of editorial flow in story telling.
- Highly regarded for maintaining calm under stressful conditions.
- Demonstrated success in exceeding expectations with deliverables.
- Played a key role in a number of key business pitches and campaign development.
- A strong sense of music and how it works in advertising.
- In depth knowledge of automotive photography, traditional and digital.
- Strong knowledge of CGI and how to make it real.
- In depth experience working with celebrities including: George Carlin, Joanne Woodward, Dudley Moore, Oscar Robertson, Richard Moll, and Jeff Daniels.

PROFESSIONAL EXPERIENCE

DP & Company, Farmington Hills, MI Presently
Local advertising firm that produces award-winning business to business, as well as consumer advertising for a growing list of local and national accounts.

Associate Creative Director

Hired to develop and produce creative in all media, including television, print, logo design, web properties, etc. for the Michigan Economic Development Corporation and Comcast.

- Produced a new TV campaign with Jeff Daniels as a spokesperson. Credited as being a homerun by the MEDC. Recently won two TELLY Awards.
- Recently launched a new campaign for Comcast featuring an 11-year-old, tech-savvy boy who was cast via an internet casting call that turned into a huge PR success.

BBDO, Detroit, MI

Exclusive Advertising Agency, developing traditional and non-traditional materials, for all automotive brands of DaimlerChrysler America including Chrysler, Dodge and Jeep. The largest automotive advertising account under one roof, worldwide.

Associate Creative Director / Senior Vice President

Teamed with a writer to create, develop and execute award winning advertising ideas to launch new vehicles and build awareness of existing vehicles across all media.

- Developed the first ever global visual treatment to be used in all Chrysler print advertising and related materials for the model year 2004.
- Recognized later by DaimlerChrysler's world-wide marketing director to be the "best automotive photography in the world".
- Led multiple creative and production teams in Venezuela, Mexico, New Zealand,

Portugal and Australia creating and executing advertising assets to insure the continuity of Daimler-Chrysler brands worldwide

- Worked side by side with European creative directors to develop and share creative solutions for the European markets of DaimlerChrysler.
- Conceptualized and executed the first digital automotive advertising campaign utilizing the same data used to design, test and build the second generation Dodge Intrepid. Intrepid was the first vehicle ever designed, tested and built with data shared across all platforms of development before any solid models were built.
- Designed graphics to “Paint the Town Red” in Daytona, Florida in February of 2001, when Dodge re-entered NASCAR racing with ten second generation Intrepids. Non-traditional media was bought all over town to announce to the world that Dodge was back, ranging in scope from hotel key cards, pole banners and small space ads to walkways leading to key Dodge displays and entire sides of high rise buildings.

DDB WORLDWIDE, Detroit, MI

Domestic advertising agency for Volkswagen of America, national and retail.

Audi retail and local advertising for the Detroit Tigers, Standard Federal Bank, and Health Alliance Plan.

Senior Vice President, Creative Director

Assisted with the evolution of the Fahrvernugen Campaign for Volkswagen of America account, after it was moved from New York City to Detroit. Focused on reshaping the campaign and grow the office.

- Led a creative group that won advertising awards for big and small budget clients.

DDB WORLDWIDE, Chicago, IL

The most profitable office of DDB with numerous package good accounts, Audi of America, Bud Light Beer, Michelob Light Beer, State Farm Insurance, American Cancer Society and many more.

Vice President, Associate Creative Director

Develop campaign ideas to win new business and win awards.

- Won the Discover Card account with an advertising campaign, tv and print.
- Succeeded in turning profits for Discover Card six months after launching the advertising campaign.
- Won numerous advertising awards and elevated awareness of the slumping Michelob Beer brand through role played in developing and executing the “Night Belongs to Michelob” campaign.
- Saved the Audi of America brand from leaving the market by developing and executing a celebrity testimonial campaign during the “unintended acceleration” allegations. The testimonials of Joanne Woodward, Dick Rutan, Oscar Robertson and Michele Mouton helped keep the brand stay alive until NHTSA exonerated Audi of any wrong doing.

EDUCATION

6 credit hours shy of Master of Arts degree, Publication Design, Maryland Institute of Art, Baltimore, MD

BA, Art Certificate, Elementary Education, SUNY College at Fredonia, Fredonia, NY

Art Certificate, K-12, SUNY College at Fredonia, Fredonia, NY