

Warfield



MARK THOMAS WARFIELD
ART DIRECTION
718.254.0733

WORK EXPERIENCE

March 2000 to present DRAFT FCB New York, NY

VP Senior Art Director (*started as Art Director*)

Creative leader for Nivea, Nivea For Men & Eucerin

Oversee multiple teams on Nivea and Diet Coke accounts

Create campaign ideas for all media

Clients include Diet Coke, Nivea for Men, Nabisco, EnergyStar, Samsung

October 1997 to March 2000 HEITNER WEISS ADVERTISING New York, NY

Associate Creative Director (*started as Junior Art Director*)

Create print advertising concepts for existing clients and new business projects

Present new campaigns and assist account exec. with day-to-day client contact

Art direct photo shoots on location and in the studio

Design logos and packaging

Produce advertisements from comp stage to final including hi-res photo retouching

Oversee work of two junior art directors

Clients include Denon Electronics, Schott Bros. Outerwear, Country life Herbal Supplements

October 1991 to December 1996 MIRAMAX FILMS, New York, NY

Director of Print Advertising (*started as Marketing Intern*)

Responsible for all print advertising budgets; \$46 million in 1995

Art directed in-house designers on national newspaper campaigns

Attended creative meetings with co-chairmen Bob and Harvey Weinstein

Co-head of Academy Award print campaign with vice-president of marketing

Assisted in finding promotional partners, designed promotional ads

Wrote copy for print advertisements, promotions

AWARDS

2001 CREATIVE DIRECTORS AWARD Foot, Cone and Belding

2003 OBIE AWARD - Lifesavers, Nabisco

2003 NEW YORK FESTIVAL FINALIST - Lifesavers, Nabisco

2008 EFFIE AWARD - Gerber Graduates

EDUCATION

January 1997 to December 1997 PARSONS SCHOOL OF DESIGN, New York, NY

Studied Communication Design, Advertising and Digital Imaging

Dean's List Fall 1997

September 1987 to June 1991 HOBART AND WILLIAM SMITH COLLEGES, Geneva, NY

Bachelor of Arts in Political Science with an Art History minor