

# Jim Strachan

Art Director/Creative Director

14 Fuller Street, Lutwyche QLD 4030 Phone: 04 0484 3569 jimstrachan@internode.on.net  
Portfolio available online at [www.jimstrachan.com](http://www.jimstrachan.com)

## Work Experience:

### April 2010 - present

**Senior Creative: Bristow, Cornwell and Moreland Advertising, Brisbane, Australia**

**Duties:** Art Director and Writer on various accounts.

Clients: Queensland Government, Sunny Queen Farms, Manassen Foods (S&W Mayonnaise), Brumby's Bakery, Queensland University of Technology, Wotif.com, Parmalat Brands, Cement Australia.

### June 2009 - April 2010

**Creative Director: Jim Strachan Advertising, Brisbane, Australia**

**Duties:** Freelance Creative working with direct clients and various agencies around Brisbane as an Art Director, Writer and/or Creative Director.

Clients: Queensland Government, Brisbane City Council, Suncorp Bank, Sunny Queen Farms (eggs), Retail Food Group, Blue Tongues Ice Hockey Club, QSuper, Queensland University of Technology, Origin Energy, Energex, Ergon Energy.

### September 2007 - June 2009

**Creative Group Head/Art Director: Publicis Mojo, Brisbane, Australia**

**Duties:** Oversee creative teams and creative work on two accounts: University of Queensland and Hans Continental Smallgoods. Work with account and agency management to build and foster strong relationships with clients. Work with clients and planning department on creative briefs and strategic planning. Write, art direct and produce work on these clients and others as needed.

Clients: University of Queensland, Hans Continental Smallgoods, Golden Casket and Tattersalls (QLD Lottery and Instant Scratch-Its brands), The Abused Child Trust, Bundaberg Brewed Drinks, Subway, Nestle (projects).

### March 2006 - June 2007

**Associate Creative Director/Art Director: Boomerang Integrated Marketing, Sydney, Australia**

**Duties:** Write, art direct, creative direct and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Toyota of Australia, Fuji Xerox Australia, Centrebet, The Smith Family Charities, Power Credit Union.

### September 2004 - March 2006

**Art Director: George Patterson Y&R, Sydney, Australia**

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Telstra (Australia's biggest and oldest Telco), Daily Telegraph Classifieds, MetLife Insurance, Panasonic, Australian Rugby Union, Telstra Child Flight, Acer Computers, Foxtel (cable television), Weight Watchers, Starlight Foundation, Caltex, Signature Security.

## **September 2003 - September 2004**

**Art Director/Writer:** Freelance, various agencies, Wellington, New Zealand

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Westpac Bank, Les Mills Gyms, BP, Kiwibank, Agriculture ITO, Open Polytechnic of New Zealand, NZ Air Force, Bernina Sewing Machines, Suzuki of NZ, Four Square Grocery Stores, Aangel.co.nz, Victoria University.

## **August 2001 - August 2003**

**Art Director:** Campbell Mithun Advertising, Minneapolis, MN

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Airtouch, IBC Bakeries (Wonder Bread), Burger King Corp., General Mills Cereals, St. Ives Lotions and Facial Scrubs, H&R Block Tax Services, Coca-Cola Corp.

## **April 2001 - July 2001**

**Art Director:** McCann Erickson Advertising, Wellington, NZ

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: LTSA, Victoria University, Caltex, E-Valuer, Stella Artois NZ

## **January 1998 - March 2001**

**Art Director:** Campbell Mithun Advertising, Minneapolis, MN

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: KMart, Burger King Corp., General Mills Cereals, Toro Lawnmowers and Snow throwers, United Healthcare, Healthy Choice Foods, The St. Paul Co, Anderson Windows, Minnesota Department of Health, Domino's Pizza, Breathe Right Nasal Strips.

## **September 1996 - January 1998**

**Freelance Art Director/Writer:** Various agencies and clients, Minneapolis, MN

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Trilene Fishing Line, Jennings Archery, American Express, Blue Cross and Blue Shield of Minnesota, Grand Casinos, Volvo Penta, Gander Mountain Stores, Mall of America, Agribank, Kemps Ice Cream.

## **Jan 1996 - September 1996**

**Art Director:** EvansGroup Advertising, Salt Lake City, Utah

**Duties:** Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Nature's Way Herbal Supplements, Utah Travel Council, Solitude Ski Resort, Deseret News, First Security Bank, Salt Lake Brewing Company.

## January 1995 - January 1996

Art Director: Sietsema Engel and Partners, Minneapolis, MN

Duties: Create, design and produce local and national advertising campaigns for print, television, online, outdoor and direct marketing.

Clients: Northwest Airlines Retail, Kemps Ice Cream

## June 1994-September 1994

Junior Art Director: Carmichael Lynch Advertising, Minneapolis, MN

Clients: Harley Davidson Motorcycles, Mack Trucks, Cargill Corp., Minnesota State Lottery, Gateway Computers.

## Education:

### 1991-1993

Bachelor of Arts Degree, St. Cloud State University, St. Cloud, Minnesota

Major: Mass Comm. Advertising (Journalism emphasis), Minor: Graphic Design

### 1989-1991

University of North Texas, Denton, TX

Major: Advertising Design, Minor: Journalism

## Awards, etc:

### Awards:

- 2011 - Silver Gong, BADC Awards "QUT Living Prospectus"
- 2009 - Bronze Gong, BAD Awards "Blue Tongues Ice Hockey" :15 TV
- 2008 - Bronze Gong, BAD Awards "Lost Shoppers" Hans :30 TV
- 2006 - ADMA Effectiveness finalist "Low Value Text DM"
- 2005 - Bronze AWARD Pencil "Daily Telegraph Pets" Campaign
- 2005 - Silver and bronze ADMA Awards "Daily Telegraph Pets"
- 2001 - Gold Effie for Direct Response Television Breathe Right-"Saw"
- 2001 - Bronze Echo Award for Direct Response Television Breathe Right-"Saw"
- 2000 - Golden Marble, Minnesota Department of Health "Postings" TVC
- 2000 - Golden Marble, Minnesota Department of Health "Smoke" radio spot
- 1997-2002 - Various gold, silver, bronze pushpins, The Show, Minneapolis, MN
- Various regional Addy awards

### Show Judge:

- 2003 International Newspaper Association Awards, Minneapolis, MN
- 2002 Summit Creative Awards, Minneapolis, MN

### Other:

- 2008 Brisbane Advertising and Design Club Co-president. BAD Club is Australia's oldest advertising club with a membership of more than 300. Essentially, I worked with the other president and a committee of about 15 volunteers to put on speakers and events, organise BAD Award show judges and judging, put on the annual BAD Awards (more than 500 people attended) and did all theming, promotion and organising for the Awards and several events throughout the year. It was a lot of work, but I'm told it was one of the best years for the Club in recent memory!

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