

Sarah Thompson Reaves

Art Director/Associate Creative Director

Professional experience

Vice President, Creative Director, Art Director, Edelman Worldwide (Aug 08 – April '10)

TV, print, outdoor, online, collateral, alt media, PR, Social Media Trust Equations, Event Marketing & marketing to Millennials.

Life lesson: Providing clients a 360 branding effort is what the current and future market needs and most clients want.

Results in pushing each client into a forward thinking solution, but knowing that change takes time.

Try, try again until the client is successful and happy.

Clients: Burger King, Leo Burnett, Axe, Quaker, Degree, American Heart Association, Dairy Management, Inc., American Arts Council, Nutro Natural Choice, Savers and JSSI.

Art Director/ACD, DDB Chicago (Feb '98 – April '08)

TV, print, outdoor, online, collateral, alt media

Life lesson: the value of finding that single idea that stands the test of time. Results in marketing can't be tested, gut feelings have a place in the boardroom, and that leadership is learning

how to say you're wrong.

Clients: McDonald's, Anheuser-Busch, State Farm, Safeway, Dell, Seaworld, Lenscrafters, Tribune, USPV, Busch Gardens, Discovery Cove, FTD Florists, Aveeno, Triaminic, Theraflu, The Bears, Off The Street Club, JC Penney's, Cardinal Health, Metromix, Qwest, Emerson, Alltel, Home Depot, KitchenAid

Art Director, Smith, Badofsky & Raffel (Jan '96 – Dec '97)

Print, outdoor, collateral, alt media

Life lesson: taking a client beyond their expectations takes the guts to see beyond the expected, the ability to stick to your guns, and the knowledge of understating their point of view.

Clients: Lettuce Entertain You, Cole Taylor Bank

Art Director, Keroff & Rosenberg (Feb '94 – Dec '96)

Print, outdoor, collateral, alt media

Life lesson: Being someplace between the world of strategy and tactics is the fine line of good creative... here i learned how to walk that line, right up to the edge, without falling off.

Clients: The Shops of 900 North Michigan Avenue, Empress Casino, Gino's East, Ed Debevics, Edwardo's, Holiday Inn, Gloria Jean's Coffee

Associate Art Director, Burford Advertising (June '93 – Jan '94)

Richmond, VA

Intern, Arnold, Finigan & Martin Advertising (Spring '93)

Richmond, VA

Life lesson: the value of hard work. To never forget those you leave behind, or those who help you along the way, and that each and every person in an office adds something to the overall success.

Education

Virginia Commonwealth University, Richmond, VA.

BFA in Fine Art and Advertising.