

# JEFF VAN ZANDT

CREATIVE DIRECTOR / COPYWRITER  
SEEKING NEW OPPORTUNITIES

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## EXPERIENCE

### CREATIVE DIRECTOR / OWNER

**VZ Creative Inc.** | USA | 2017

CLIENTS: Coca-Cola, Dominos, Florida State University, Hostess, Lexmark Printers, Mile IQ, Northwestern Mutual, SHEETZ, Stonestreet Yearling Sales, UTOKA

### CREATIVE DIRECTOR

**PriceWeber** | USA | 2015 – 2016

CLIENTS: Canadian Mist Whisky, Early Times Kentucky Whisky, Eclipse Bank, Girl Scouts, Hershey's, Kentucky Science Center, KORBEL California Champagne, Louisville Metro Police Foundation

- Wrote and Produced KORBEL California Champagne's 2015-2016 National TV Campaign
- Co-wrote and Produced award-winning Documentary Film "Reinforcements" for Early Times Kentucky Whisky & K9s for Warriors
- Wrote, Directed and Produced "Hershey's Kitchens Live" Game Show for Hershey Chocolate World

### CREATIVE DIRECTOR / OWNER

**VZ Creative Inc.** | USA | 2009 – 2015

CLIENTS: American Red Cross, Andretti Autosport, Atlanta's High Museum of Art, Atlanta Mission, Campus Crest, Cinsay, Coca-Cola, Covington, GA Tourism, Discovery Channel, Ferrari Team Risi Competizione, Geico, GSP International Airport, High Museum of Art, Hilton Hotels, Interstate Batteries, Jenny Craig, MeetingResult, North Point Ministries, Pierce College, Relativity Media, The Game, Twinlab

- Creative Director for Digital Video Boutique - Wrote, Directed and Produced multiple projects for Fortune 500 clients
- Led all creative and strategic efforts as well as production teams of up to 50 people
- Creative Director on digital tech startup Cinsay - Grew revenue from 4 to 40 million dollars.
- Ghostwriter for Jason Alexander and Carrie Fisher for their international Jenny Craig campaigns
- 6 Month Project with Cramer-Krasselt - ACD on COA Youth Center, Case IH, Johnsonville Sausages, Sea-Doo Personal Watercraft

### ASSOCIATE CREATIVE DIRECTOR

**Ogilvy & Mather** | USA | 2007 – 2009

CLIENTS: Full Frame Film Festival, Kodak, Lenovo

- Co-Managed 8 Creative teams

### SENIOR COPYWRITER

**The Richards Group** | USA | 2006 – 2007

CLIENTS: Greyhound, H-E-B, Home Depot

- H-E-B Super Bowl TV

### SENIOR COPYWRITER

**Richter7** | USA | 2005 – 2006

CLIENTS: Jaclyn Smith Home, Park City Tourism, Safe Haven, Slamdance Film Festival, Sonic Scrubber, Topaz Museum, Utah Symphony, Zions Bank

### SENIOR COPYWRITER

**The Jupiter Drawing Room** | South Africa | 2003 – 2004

CLIENTS: Cadbury Schweppes, Nedbank, Nike, SmartCar

- Launched SmartCar in Africa

### FREELANCE COPYWRITER

Arnold, Downtown Partners DDB, Havas World Wide Prague, Riester, and 22 Squared

## AWARDS

Best Shorts Film Competition  
Beverage Dynamic Awards  
Clios  
Creativity International Awards  
IABC/PRSA  
IAC  
Louisville International Film Fest  
Miami VET Film Fest  
National Addys  
Nevada International Film Fest  
New York Fest  
One Show  
Telly Awards

## EDUCATION

### PORTFOLIO CENTER

**Major: Copywriting**  
GA, USA

### JAMES MADISON UNIVERSITY

**BS, Major: Political Science, Minor: English**  
VA, USA

### OXFORD TEFL

**Trinity Certificate in TESOL**  
Prague, Czech Republic

### L'ABRI FELLOWSHIP

**Private study of philosophy**  
Geneva, Switzerland

### COLLEGIATE INTERNSHIPS

**Walt Disney World & FBI Academy**  
Yes, seriously.