

JEFF VAN ZANDT

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CREATIVE DIRECTOR / COPYWRITER
SEEKING OPPORTUNITIES

EXPERIENCE

CREATIVE DIRECTOR / OWNER

VZ Creative Inc. | USA | 2017 – PRESENT

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

- Creative Director for GO Ministries Intl., a Global Non-Profit
- Wrote/Developed TV, Radio, Print, Outdoor and Digital for Coca-Cola
- Wrote Packaging and Digital - Helped launch International Beauty Care Line: JACI

EXECUTIVE 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 and 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's and Carrie Fisher's international Jenny Craig campaigns
- 6-Month Project with Cramer-Krasselt - ACD on COA Youth Center, Case IH, Johnsonville Sausages, Loctite, Sea-Doo Personal Watercraft

ASSOCIATE CREATIVE DIRECTOR

Ogilvy & Mather | USA | 2007 – 2009

CLIENTS: Full Frame Film Festival, IBM, 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 Festival
Miami VET Film Festival
National Addys
Nevada International Film Festival
New York Festival
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.