

# Steve Dodds Resume

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## EXPERIENCE:

2002- Lowe Hunt Sydney

AOL, Coca-Cola, Ricoh, NRMA, Nestle, J&J

1999 – 2001 McCANN-ERICKSON, San Francisco  
Associate Creative Director

Microsoft, Coca-Cola, Del Monte Foods, Blue Shield Health Insurance, California Cheese, Officemax.com

1993 - 1999 McCANN ERICKSON, Sydney  
Associate Creative Director

Coca-Cola, Nestle, Levi's, Cathay-Pacific, IBM, Bacardi, Holden, Boots, Commonwealth Bank, Telstra, Tax Reform

1991 - 1993 FREELANCE CREATIVE

Chiat/Day/Mojo (Sydney, Melbourne, Brisbane, Perth), Y&R (Sydney, Adelaide), McCann, Y&R Mattingly, SWH&P, BWM, DMB&B/WMO, Ogilvy and Mather, The Campaign Palace

1989 - 1991 CHIAT/DAY/MOJO, Sydney  
Senior Copywriter

Toyota, Westpac, Findus, Wellcome, Qantas, Australian Airlines, Tooheys, Findus, ACP, Canon, Amatil

- 1989 YOUNG & RUBICAM/SUDLER & HENNESSEY, Sydney  
Copywriter

Volvo, NRMA, Bundy Rum, O'Brien Glass, KFC, Du Pont, Unisys, Dairy Council, Air New Zealand, Colgate, Castrol, Parke Davis, Upjohn, Wyeth, Pfizer

## AWARDS:

I've won many awards over the years, with the most recent being in the 2003 AWARD show.

Major award shows include:

- 6 Cannes
- 7 One Show
- 18 CLIO
- 19 London
- 15 New York
- 7 Mobius
- 6 AWARD (Australia)
- 14 Golden Stylus (Australia)
- 5 ATV (Australia)

Plus numerous others including:

Caxton (Australia), Irish (Ireland), Loerie (South Africa), AADC (Australia), Folio (Australia), Axis (NZ), direct response, retail etc. I've even won effectiveness awards but was told not to mention that.

Should you want the full list, I am quite happy to boast at greater length.

## ACHIEVEMENTS:

Microsoft: Creative Director for \$US150 million MSN account, gained worldwide business.

Del Monte: Creative Director for \$US40 million account, retained business.

Cathay Pacific: Did creative for worldwide pitch which won the business

PowerAde: Did creative to secure business subsequently used worldwide

Commonwealth Bank Float: Did strategy and creative which won business

Diet Coke: Did strategy which won business

Texas Instruments: Did strategy and creative which won business

Washington Apples: Did creative which kept business in Seattle

Bacardi: Did strategy and creative which won business

Telstra: Did strategy and led team which won privatization business

Tax Reform: Did strategy and creative which won business

Levi's: Created strategy and concept which won business

## Management

Member McCann-Erickson Management Committee. Head of Product.  
Supervised junior teams who were hired by Wieden and Kennedy  
Portland and Fallon McElligott New York

## Industry

AWARD Committee 1996 - 1997. AWARD judge 1991, 1993, 1996, 1999.  
Judge Adelaide 1989, Sydney Radio 1990 - 1995, IBA 1991, Golden Stylus 1991 - 1995,  
1997, 1999. RMB Workshop lecturer 1994 - 1999. Anointed Radio Guru 1999. Chief Judge  
Legendary awards

## References

Many available on request.