

OBJECTIVE

Seeking to manage and create imaginative, well targeted advertising concepts and customer-relationship marketing. And have fun.

EDUCATION

Wayne State University BA in Liberal Arts
Concentration in Fine & Graphic Arts

QUALIFICATIONS

Over 25 years experience in creating and directing national and regional advertising and marketing. Leading, strategizing and supervising from concept to completion.

AWARDS

CADDY Award - 2002 Award Finalist

Telly Award - 2002 Winner Automotive

Telly Award - 2001 Finalist - Automotive

Telly Award - 1998 Finalist - Automotive

(3)Telly Awards - 1997 Winner - Automotive

DANDY - 1997 "Best Ad Camp. By A Dealer Assn."

DANDY - 1997 "Best Single Ad By A Dealer Assn."

Telly Award - 1996 Winner - Automotive

C-E Creative Excellence Award - 1996 Gold

AIN - Aids Interfaith Network

1995 "On Wings Of Angels"

Holiday Card Collection - Honorable Mention
(Best Selling Card of 1995 -1996 Selection)

Telly Award - 1994 Winner - Special Effects

Telly Award - 1994 Finalist - Automotive

AIN - Aids Interfaith Network

1994 "On Wings Of Angels"

Holiday Card Collection - 3rd Place
(Best Selling Card of 1994 -1995 Selection)

National Award from TIME Magazine

for creating winning Statue of Liberty
Foundation Ad.

BIRGIT KEIL

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HISTORY

Campbell-Ewald Advertising, Warren MI

VP, ACD, Art Director

November 2008 - Present

Responsible for the design and management of 2010 and 2011 Chevy e-mail communication stream, including launch and mailings. Manage Chevy Truck Catalog & CRM materials.

October 1994 - November 2008

Responsible for creative strategy and development of national and regional events and promotions.

Worked with account and client to set goals and manage assignments to completion.

Supervised up to 46 creatives in broadcast and print advertising with billings of \$480 million.

Clients Include: Chevrolet - National & Regional advertising & marketing, 129 Chevy Dealer Associations.

New Business Presentations

J. Walter Thompson, U.S.A., Detroit MI

Senior Art Director

January 1992 - October 1994

Supervise creative on \$9 million account

Clients Include: Ford Dealer Advertising Groups,
New Business Presentations,
C.A.T.C.H., Red Cross

The Berline Group, Inc., Bingham Farms MI

Art Director

February 1991 - November 1991

Clients Include: Wendy's, WKBD CH 50,
Michigan Humane Society, Citizens Insurance,
BoRics, Michigan National Bank, Englander's

Robert Solomon & Assoc., Bloomfield Hills MI

Art Director

September 1988 - February 1991

Clients Include: Kentucky Fried Chicken
Oakland County 911, Dunham's, Tuffy,
Precision Tune, Linda Hayman Gallery,
Star & AMC Theatres, Bel Air Centre

Chicken Soup, Inc., Troy MI

The Big Chicken

May 1987 - Present

Design, write, manage and market whimsical
greeting cards.

Clients Include: Recycled Paper Greetings,
Renaissance Greetings/FTD, Marion Heath Greeting
Cards, Humane Society, Pet Supplies Plus

Patten Advertising, Southfield MI

Art Director

May 1983 - September 1988

Clients Include: Retail Automotive