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# Rodd Isberto

Creative Director/VP Creative

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 612 205-6079  
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 www.roddisberto.com

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## Executive Summary

**Creative Director/VP Creative** with award-winning traditional, non-traditional, OOH, digital media experience.

## Work Experience

**September 2017-July 2018**

**Creative Director**

Minnesota Twins  
Minnesota, MN, USA

**Launched 2018 brand campaign, This Is How We Base Ball, and led the creation of an in-house agency for the Minnesota Twins Baseball club.** Responsible for omnichannel creative—includes all promotional and transactional advertising, collateral, digital, and direct response materials. Introduced project management discipline and digital asset management protocol to the creative team. Created in-house commercial production process for content production, and supervised a team of designers, directors, and motion graphics artists.

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**February 2014-March 2016**

**Director Of Creative**

Duluth Trading Company  
Madison, WI, USA

**Led a 25 person creative department for a workwear/lifestyle brand.** Responsible for the overall department management and creative direction of omnichannel marketing—includes all promotional and lifestyle marketing, brand collateral, digital, and direct response materials. Worked with cross-functional partners to ensure conceptual and strategic continuity with marketing, merchandising, product design, consumer insights, and digital media teams.

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**May 2008-February 2014**

**Founder/CEO/CCO**

Shiny Happy Place  
Minneapolis, MN, USA

**Founded and led a creative design collective, based in Minneapolis, MN.** Created concepts and visual solutions in various business categories. Collaborated with writers, photographers, & motion graphic designers. Directed, led, and produced client creative brand initiatives.

**Clients:** SUPERVALU, General Mills, Intel, Harvard Business School, Target

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**October 2007 to May 2008**

**ECD/VP Creative**

Macy's  
Minneapolis, MN, USA

**Led a 60 person in-house creative department for Macy's,** responsible for all creative output, staff management, and organizational policy. Managed department hiring and restructuring process. Provided creative vision for inspired seasonal strategy and innovation. Partnered across channels to ensure creative continuity with marketing, merchandising and guest insights. Concepted, presented, executed and delivered across Macy's best known brands encompassing ready-to-wear, men's, hard goods, jewelry, accessories, shoes, intimates, Presented weekly to the chief marketing officer and executive team.

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**January 2005 to July 2007**

**VP, Group Creative Director**

Campbell Mithun  
Minneapolis, MN, USA

Responsible for the overall creative direction and management of an ad agency creative group. Lead creative on Nexxus Salon Hair Care and The Hartford brand campaigns.

**Clients:** Hefty, Wonder Bread, Thrivent Financial for Lutherans, Fresca, Land O'Lakes Butter, Alberto Culver, The Hartford

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**January 2004 to October 2004**

**Co-Creative Director**

The Foley Group  
Minneapolis, MN, USA

Led the overall creative direction and department management for a regional ad agency. Created work for a diverse range of clients from technology, and consumer goods, to a healthcare account.

**Clients:** Medica Healthcare, Minnesota State Lottery, Lawson Software, Minnesota Zoo, Gingiss Formalwear, Pioneer Press

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## July 2000 to November 2003

### Art Supervisor/Sr. Art Director

Leo Burnett USA  
Chicago, IL, USA

While at Leo Burnett, I gained creative experience on the following brands: **Allstate, Nintendo of America, McDonald's, Motorola, Procter & Gamble, Coca Cola, and Morgan Stanley.** I produced the lead television concept that launched the Nintendo Game Boy Advance. The launch spot was a TV finalist at the 2002 Cannes International Advertising Festival.

## August 1994-July 2000

### Art Director

Ogilvy Mather Worldwide  
New York, NY, USA

During my tenure at Ogilvy & Mather, I was art director on the following brands: **Kodak, Hershey's, Reese's Peanut Butter Cups, U.S. Satellite Broadcasting, GTE, Ryder Integrated Logistics, Kimberly Clark, Swatch USA, Jaguar, American Express, Miller Lite.**

## Skills

### Software

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

MS Office *Excel, Word, Powerpoint*

Apple Pages, Keynote, Numbers

Final Cut

### Business

Concept Development

Design Management

Design

Presentation

Proposal writing

Corporate Identity

Digital

Packaged Goods

Regional & National Brand Experience

Brand Integration

Creative Leadership

New Business

## Education

### University Of Texas, 1994

Austin, TX

College of Communication-Advertising Sequence

## Recognition

### Work Showcased/Published

Archive, Art Director's Club of New York, MoMA  
"Advertising Today" by Warren Burger

### Awards

Cannes Advertising Festival Film & Television Finalist  
New York Addy Finalist  
Silver Effie Award  
David Ogilvy Award

## References

Available Upon Request

 [www.linkedin.com/in/roddisberto/](http://www.linkedin.com/in/roddisberto/)