

BILL ROGERS
INTEGRATED CREATIVE DIRECTOR
WRITER / VOICEOVER

Award-winning Integrated CD/Writer/VO with a borderline pathological work ethic and an oddly positive outlook.

(A positive outlook these days? Yeah, I know, I'm a weirdo.)

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EXPERIENCE

- 2013 – Now Hired Assassin • Rogers Creative**
Leo Burnett • Arc • DDB • Razorfish • Zimmerman
VML • Y&R • Tom, Dick & Harry • Paco Collective
Schafer Condon Carter • Golin • Mahalo Digital
- 2013 – Now Instructor • Chicago Portfolio School**
Advertising • Concept Basics • Headline Writing
Copywriting • Integrated Campaigns • TV & Video
Print Campaigns • Storytelling
- 2012 – 2013 Group Creative Director • Havas Worldwide Chicago**
Reynolds Wrap • Hefty • Michelob Ultra • Citibank
Beam Spirits
- 2010 – 2012 Creative Director • Element 79 Chicago**
Harris Bank • La Quinta Inns & Suites • Children's
Memorial Hospital
- 2007 – 2010 Creative Director • Marc USA Chicago**
Culver's • True Value • Rite Aid Pharmacy • Block 37
General Growth Properties • Shops at 900 N. Michigan
- 1998 – 2007 Copywriter --> Associate Creative Director
Cramer Krasselt Chicago**
Corona Extra • LaSalle Bank • Ben Hogan Golf
Hyatt Hotels • CareerBuilder • Moen Faucets
Mongoose Bikes

EDUCATION

Portfolio Center • Atlanta
Copywriting

Marquette University
Bachelor of Arts / English & Psychology

AWARDS

One Show • Communication Arts • Chicago Show
Effies • OBIEs

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