

**David Smail**  
Creative Director  
Copywriter  
Mentor

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Copywriter by heart, trade and training. I have fifteen plus years building creative departments, working strategically with clients, crafting communications, and giving directional nudges as a creative director, educator and mentor in the US and internationally. I've worked with amazingly diverse groups of people from students up to global CEOs, across almost every category and media. And I still unabashedly love this industry, collaborating with freakishly talented people and making ads.

- ZLR Ignition**  
**2021 to today**  
**Executive Creative Director**  
Leading the creative product and doing a good deal of copywriting, which I thoroughly enjoy.  
**Wellmark Blue Cross and Blue Shield, The Iowa Clinic, Iowa State University, Iowa Dept of Public Health**
- The Art Of Good**  
**2020 to 2021**  
**Creative/Copywriter**  
Worked with a collective of ad folks donating ideas and words to small businesses affected by COVID.  
• Contributed on four projects with a high hit rate of ideas being executed.  
• Was TAOG's in-house copywriter on the website and strategy.  
**The Art Establishment, Bella Diva Dance Studio, Kay & Black Talent Management**
- Freelance**  
**2016 to 2021**  
**Creative Director/Copywriter/Designer**  
Provided creative direction, writing, strategy, and design work to agencies and as an in-house resource for clients in a mix of categories including tech, B2B, food and drink, and travel.  
**Samsung, Buderflys Earbuds, Auberge Resorts, Chandler Macleod, Ancient Harvest**
- Human Design**  
**2019**  
**Creative Director/Copywriter**  
Joined Human Design to helm their creative offering and streamline processes.  
• Led the team of designers while managing freelance resources on UX/UI, branding and integrated projects.  
**Twitter, Punch Bowl Social, Exposure Labs, Blue Air, The Kirby Foundation, Outrider**
- CU Boulder**  
**2016 to 2020**  
**Professor of Practice - Creative Advertising**  
Spent a few years sharing some of my experience at my alma mater.  
Taught 3 classes with an average of 100 students each semester. Creative Concepts, Principles of Design (created class), Copywriting (created class), and Portfolio.  
• Chaperoned our Young Ones winners to New York, visited top agencies, and got them home unscathed.  
• Nominated for AdClub CO's 2018 Educator of the Year.
- BBDO**  
**2007 to 2016**  
**Executive Creative Director**  
Worked with BBDO to establish our creative shop in Vietnam.  
• Led the creative, and responsible for client relationships, our strategic offering, culture-building, and P&L.  
• Built the office from one to 25 people, representing several nationalities.  
• Nominated multiple times for Vietnam Agency of the Year.  
**Pepsi, 7Up, Aquafina, Mtn Dew, Lays, P&G, HP, Mercedes-Benz, Fonterra, J&J, Dulux, KFC, Visa, Gillette, Electrolux, Harley-Davidson, Oppo, Heart of Darkness Brewery, Smirnoff, Mars, Doublemint, Extra**
- JWT**  
**2004 to 2007**  
**Executive Creative Director/Copywriter**  
Recruited in Vietnam as Creative Director and promoted to ECD within a year.  
• Managed the creative department of 35 direct reports from about 10 different countries.  
• Took the office to 16th in the world in the JWT creative rankings.  
• Rated Vietnam's Top Creative by Campaign Brief Asia for several years.  
**Pepsi, Tropicana, Lays, Listerine, Ford, HSBC, Sunilk, Hazeline, Viso, Knorr, Listerine, Nike, SAB Miller**
- Other Roles**  
Art director, designer, producer, woodworker, video store clerk, ditch-digger, youth lacrosse coach, rental car van driver, FedEx Office tech and designer, parking lot attendant, and bouncer.
- Other Clients**  
**Citibank, Campbell's, Jim Beam, Heineken, Dove, Ponds, Colgate-Palmolive, Rohto, Alcon, AT&T, Kodak, Ericsson, Lufthansa, Breckenridge, Winter Park, Country Buffet, Rock Bottom Brewery, Kleenex, etc.**

<b>EDUCATION</b>	<b>University of Colorado Boulder</b> - Bachelor's Degree in Advertising from the School of Journalism
<b>COURSES</b>	<p><b>Second City</b> - Comedy Sketch Writing</p> <p><b>The One Club for Creativity</b> - Creative Leaders Retreat - 2015, 2017</p> <p><b>The Berlin School of Creative Leadership</b> - Was awarded one of three inaugural bursaries as top creative leader in a developing country to attend the Cannes Creative Leaders Programme in Berlin and Cannes</p> <p><b>BBDO U</b> - Strategic Planning Workshop</p> <p><b>Scotwork</b> - Advanced Negotiation Training Course</p>
<b>AFFILIATIONS</b>	<b>One Club For Creativity Denver</b> - Board member, 'One-to-One' Mentor Program founder and manager, and served on the Award Show Committee
<b>AWARDS</b>	<p><b>Cannes</b></p> <p><b>One Show</b></p> <p><b>Spikes Asia</b></p> <p><b>London International Awards</b></p> <p><b>Asian Marketing Effectiveness</b></p> <p><b>Adfest</b></p> <p><b>Heartland Emmy (nominated)</b></p>
<b>JUROR</b>	<p><b>One Club's Young Ones</b> - 2017-2019</p> <p><b>Spikes Asia</b> - 2011, 2013</p> <p><b>Vietnam Young Lions/Spikes</b> - 2008-2015</p>
<b>SKILLS</b>	Creative direction, strategy, copywriting, art direction, design, marketing, video & stills production, mentoring, management, finance, culture-building, client and stakeholder relationships, public speaking
<b>SOFTWARE</b>	<b>Photoshop, Illustrator, InDesign, Final Cut, G Suite, Microsoft Office, Figma, InVision, Slack, Trello, Asana</b>
<b>CATEGORIES</b>	<p>Consumer Packaged Goods</p> <p>Beverages (Alcoholic and Non)</p> <p>Packaged Food, Snacks and Confectionery</p> <p>Breweries, Restaurants and QSR</p> <p>Health, Beauty and Pharma</p> <p>Motor Vehicles and Lubricants</p> <p>Banks and Financial Services</p> <p>Telecommunications</p> <p>Technology and Electronics</p> <p>Tech Services (B2B)</p> <p>Home Improvement and Appliances</p> <p>Sports and Leisure</p> <p>Hotels, Resorts and Airlines</p> <p>Public Health/Service</p> <p>Real Estate</p> <p>Education</p>
<b>BEEN THERE</b>	Have lived, done work, or collaborated on projects in <b>NORTH AMERICA</b> United States, Canada, Mexico <b>ASIA</b> Vietnam, Thailand, Cambodia, Hong Kong, China, The Philippines, Singapore, Malaysia, Indonesia, Taiwan, Japan, India, Pakistan, Uzbekistan <b>EMEA</b> United Kingdom, The Netherlands, France, Saudi Arabia <b>AUSTRALIA</b>
<b>OTHER INFO</b>	I spend my non-advertising hours hanging with, and being amazed by my 3-year-old son, Addison. Feeling bad I'm not playing more fetch with our yellow lab, Shazbot (I'll give you some time to figure out the reference). Fixing whatever might need attention in our house. Looking at portfolios and mentoring former students - or whoever may ask. Writing the occasional article. Or thinking about getting a pilot's license.