

CLINTON LUGERT

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Minneapolis, but open to relocation



CLiNTSPiRATiON

PROFESSIONAL SUMMARY

As a Creative Director, I sell confidence. Confidence for brands, that this plan is going to work. Confidence for artist, that they're creating something special. And confidence for consumers, that they have chosen wisely.

This odd job has taken me on a global rollercoaster ride and taught me a myriad of strange things: Like how lasers cut better underwater, the proper way to photograph an Amish person, how to secretly enrich a famished population with vitamins, or just how to make that chicken breading extra crispy every. single. time. Go ahead, ask me anything.

Conceptual work is my forte. I dream up Worlds, think in themes, court brand archetypes and time-travel through cultural shifts. I love presenting concepts that weave together sociological insight, brand strategy and unforgettable artwork. When it all comes together, we've captured lightning in a bottle. I call it "Clintspiration" and trust me, it's a totally real thing.

As a human, I'm an easy-going, intuitive, resourceful, ambitious leader. I work well as both the head and hand of a team and know how to keep creative departments efficient and engaged. I've always been fabulous with clients, because I naturally translate complex ideas into bite-size metaphors. It helps that my presentation skills are clutch.

Creatives should live an interesting life and seek to absorb as many inputs, perspectives and cultures as possible. For me, that's travel, concerts, a wide range of odd hobbies, hosting pop-up drive-in movies, and throwing costume parties. Lately, I've been working remotely from different Countries for this very reason: To eat life whole.

After years in the ad game, I've learned it's not about the brand you're on or the city you're in – it's the people you're on the ride with. They're what make this job worth it. I'm ready to be one of those for your team.

WORK EXPERIENCE

Creative / Art Director | Freelance – U.S., Mexico, U.K.

2016 - Current

- Created and produced multiple award-winning, innovative advertising campaigns that successfully generated increased brand awareness and sales.
- Developed high-impact creative content from concept to completion.
- Authored creative briefs and timeline to manage creative process from concept to completion.
- Utilized industry-standard software to design layouts and create storyboards for visual presentations.
- Directed and styled highly technical 3D animations.
- Successfully worked from multiple countries without issue.
- Elevated thinking and output of small, challenger brands to compete effectively.
- Consistently utilized emerging tech like A.I. (ChatGPT, Midjourney, Dall-e etc.) to stay competitive.
- Conceived, landed and executed the highest ROI campaign of my career.
- Acted in my first TV commercial since I was a child.

Owner & Creative Director | TROPE film + tv branding

- Enabled a distribution deal for a miraculous 100% of my clients.
- Invested in film productions and lead their branding from naming the movie to sales.
- Devised and executed unique, attractive artwork for a wide range of film genres.
- Art directed, set designed, and costume designed for multiple indie-films.
- Enhanced operational efficiency and productivity by managing budgets, accounts, and costs.
- Managed day-to-day business operations.
- Generated revenues yearly and effectively capitalized on industry growth.
- Used knowledge of market trends to create value-added solutions resulting in significant increase in revenues.
- Conducted target market research to discover customer needs and analyze competitor trends.
- Introduced new methods, practices, and systems to reduce turnaround time.
- Brought big agency thinking and planning to a small, free-for-all market.

Group Creative Director | LEE Branding - Minneapolis

- Lead the Creative Department to a 430% increase in revenue.
- Turned formerly pro-bono clients into paying clients.
- Won pitches vs much larger agencies.
- Added challenger brands and boosted morale.
- Diversified agency portfolio.
- Developed strategic communication and marketing plans.
- Authored creative briefs and timeline to manage creative process from concept to completion.
- Directed and supervised team of designers to create award-winning visual media campaigns.
- Developed style guides to promote consistent branding across projects.

Associate Creative Director | Campbell Mithun - Minneapolis

- United disparate, multi-disciplinary, creative teams from myriad agencies.
- Ushered formerly traditional clients into the digital & social age.
- Educated teams on how to give killer presentations.
- Single-handedly ran the Popeye's Brand for a time.
- Initiated ground-breaking brand collaborations.
- Pioneered influencer marketing for the agency.
- Negotiated the dismissal of racist brand mascots.
- Designed innovative creative strategies to raise brand awareness and engagement for organization.
- Wrote creative briefs and coached copywriters to develop compelling content.

Senior Designer | VSA Partners - Chicago

- Conceived and matured elaborate, international brand standards for major brands. (Cargill)
- Devised new logos for iconic companies. (Mack truck)
- Developed schematics showcasing design layout, individual components, and production procedures.
- Incorporated design changes based on feedback from diverse project teams.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Applied brand standards to new media.

Art Director | OLSON - Minneapolis

- Participated in a freakishly successful era of pitches on the new business team.
- Increased artistic credibility of the agency by showing mastery of artisanal techniques like screen printing.
- Guided teams of illustrators and animators to produce excellent work within time and budget constraints.
- Improved the trajectory of the Studio Art department through mentorship and cooperative relationships.
- Achieved wins in multiple award shows.
- Spearheaded innovative animation projects.
- Wrote and Directed multiple TV commercials.
- Embraced my role as a leader of agency culture.
- Significantly boosted the careers of Jr. Designers by empowering them with ownership of their projects.
- Served as liaison between the the creative departments of newly acquired businesses.
- Inspired my peers by initiating AIGA Design Camp participation.
- Procured long overdue raises for the artists in the Creative Department.
- Met aesthetic and technical criteria to complement design usability and enhance functionality with attractive layouts.
- Managed technological considerations to transform and manipulate artwork.
- Raised the standards of video Post-Production knowledge for the Creative Department.

Interactive Designer & Animator | Pixel Farm - Minneapolis

- Bridged the gap between interactive and broadcast departments through deep technological knowledge.
- Forged the first Art Director role in the agency.
- Contributed to my first Super Bowl commercial.
- Oversaw production of multiple TV pilot episodes.
- Closed deals with new clients, despite my Jr. position.
- Co-Founded a new department that specializes in advertising for entertainment. (Film, Television)
- Oversaw multiple edits, color correction and special-effect heavy productions.

CLIENTS

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|-------------------------|---------------------|-----------------------------|---------------------------|
| • 3M | • Dino's Gyros | • Macy's | • Purina |
| • Anytime Fitness | • Ecolab | • Medtronic | • Seresto |
| • Arlo | • Enki Brewery | • Mercedes-Benz | • Siemens |
| • Artcrank | • ExxonMobil | • Meural | • Slumberland |
| • Artspace | • Fifth Third Bank | • Minnesota Film Board | • Starwood Hotels |
| • Baxter | • FOX Networks | • Minnesota Lottery | • Surly |
| • Bayer | • G.M.A.C. | • Minnesota Lynx | • T-Mobile |
| • Best Buy | • General Mills | • Minnesota Lynx basketball | • Target |
| • Bisquick | • Great Clips | • Mosaic | • Tennant |
| • Boston Scientific | • IBM | • Naked Fruit Juice | • Thomson Reuters |
| • Bremer Bank | • Indian Motorcycle | • NASCAR | • Twin Cities Film Fest |
| • Capital One | • Izze Soda | • National Geographic | • University of Minnesota |
| • Cargill | • Key Bank | • Netgear | • USBank |
| • Cheerios | • Kid Robot | • PBS | • Walmart |
| • Citibank | • KraftMaid | • Phillips 66 | • Westlaw Next |
| • CNN | • Land O' Lakes | • Polaris | • WiHa Tools |
| • Country Inns & Suites | • Lifetime | • Popeyes | • Wüsthof |
| • DeWalt Tools | • LinkUp | • Porsche | • Zoetis |
| | • Mack Truck | | |

AWARDS

AdFed The Show, Effies, AIGA Design Awards, etc.

EDUCATION

Minneapolis College of Art & Design (M.C.A.D.)
Double BFA: Filmmaking & Graphic Design