

RICK SEGAL

rick-segal.com

CURRENT

Senior Integrated Producer: McCann Erickson

April 2017 - Present

- Responsible for all aspects of broadcast, digital and print advertising production, including creative concepting, director/editor searching, collaborating with cost-consultants, scheduling, bidding, filming, and establishing strong vendor relationships
- Work as the liaison between production companies, clients, and internal stakeholders to align on goals, manage feedback, and maintain budgets and schedules
- Experienced in single-handedly producing multi-million dollar large-scale productions as well as small, quick-turnaround creative projects with ambitious deadlines
- Completed projects for Microsoft's global brands and partners including Surface, Office 365, HP, Lenovo, Windows, Dell, Commercial Cloud, Skype, and Xbox

EXPERIENCE

Integrated Producer: McCann Erickson

June 2014 – April 2017

- Produced an extensive array of advertisements spanning print, digital and video for placements on web, broadcast, cinema and out-of-home
- Gained experience working directly with clients, while executing high-quality deliverables against difficult production realities
- Worked on campaigns of various sizes for Microsoft, Surface, Windows, HP, Dell, Skype, and Xbox
- Focused on keeping positive energy and creativity flowing throughout production

Senior Creative Project Manager: Tag Worldwide / Smoke & Mirrors

Feb 2013 – June 2014

- Oversaw creative development, production, delivery, and asset management for clients such as Smirnoff, Google, Intel, Land Rover, Guinness, Sony, Reebok, Tanqueray, H&M, Uniqlo, and Coca-Cola
- Provided art direction, design support, and creative input for broadcast/online videos, digital billboards, print publications, mobile applications, consumer websites and digital banners
- Established and executed digital/print workflows from client to delivery with high-volume campaign work
- Provided last line of accountability before work was presented to clients, sent to press, and delivered to media

Lead Graphic Designer: 2U

Sept 2012 – Oct 2017

- Supervised a 25-person design team, ensuring quality, consistency, and efficiency in all work
- Developed, optimized, and oversaw the team workflow, from initial requests to final delivery
- Established all new conceptual and stylistic direction for multimedia learning tools and presentation materials

Digital Media Manager: 15-40 Connection

Feb 2012 – Mar 2013

- Conceptualized, wire-framed, and developed a new website using Adobe Creative Suite, HTML, and CSS
- Created, managed, and grew social media presence with Facebook, Twitter, Tumblr, YouTube, and Pinterest
- Supervised internet marketing campaigns including paid search, email advertising, Google analytics, and search engine optimization

EDUCATION

Clark University, Worcester, MA

2008 – 2012

B.A. Major: Communication & Culture and Studio Art | Minor: Innovation & Entrepreneurship
High Honors | summa cum laude

SKILLS

Graphic Design • Photo • Video • Final Cut Pro • Smartsheet • Mac OSX • Windows • Microsoft Office Suite
Adobe Photoshop • Illustrator • InDesign • Premiere • Dreamweaver • HTML • CSS