

# RICK SEGAL

RiSegal4@gmail.com

## CURRENT

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*Integrated Producer:* McCann Erickson

June 2014 - Present

- Responsible for all aspects of broadcast, digital and print advertising production, including creative conceiving, 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 multi-million dollar large-scale productions as well as small, quick-turnaround creative projects with ambitious deadlines
- Comfortable working directly with clients, while executing high-quality deliverables against difficult production realities
- Completed projects for Microsoft's global brands and partners including Surface, HP, Lenovo, Windows, Dell, Commercial Cloud, Skype, and Xbox

## EXPERIENCE

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*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 – Present

- Supervise a 25-person design team, ensuring quality, consistency, and efficiency in all work
- Develop, optimize, and oversee the team workflow, from initial requests to final delivery
- Establish 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

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Clark University, Worcester, MA

2008 – 2012

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

## SKILLS

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