

RICHARD LEVITT

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GENERAL

- Creates highly successful, multi-tiered communication solutions
- Gets under the radar at hard-to-reach target audiences
- Consistently breaks ground in new media; uses media in unconventional ways
- Motivates, excites and leads teams in elevating communications and marketing programs
- Drives results

MEDIA LEADERSHIP:

- First interactive university campaign (Apple)
- First large scale multimedia university campaign (IBM)
- First major interactive media tool (Tandem)
- First marketing-oriented interactive online game (IOUG)
- First major integrated campaign driving traffic to the Web (Cisco)
- First American pop music radio show broadcast in China
- First real-world hiring event staged in Second Life (TMP)
- Award-winning concepts (Cambridge, Compaq, IBM, Cisco)
- Major direct and email campaigns (Oracle, Blockbuster, Cisco, Schwab.com, IBM, Visa)
- Large scale websites (Drugstore.com, IBM.com, Pace.edu, TicketWeb.com, Sprint.com)

RESULTS:

- Paid search for Oracle OpenWorld 2013 to LY: CTR +313%; CPC -9%; conversions +112%; registrations +306%
- Sales promotion for Levi's 557 jeans for cowboys established a new style and cleared the shelves in markets traditionally unfavorable to Levi's
- National campus rebranding program for IBM generated 200 percent sales increases over LY and hiring 130 percent to goal
- Cisco technology showcase event for C-level telecom executives generated 100 percent participation from key players; invitation was featured in several design annuals
- Fourth quarter promotion for Visa earned the highest response ever from focus groups and then the highest usage increases to date
- DM program for Kaiser Permanente generated 33 percent response from a single direct mail piece
- Recruitment ad campaign for Oracle helped generate significant qualified, high level response; won Best of Category in recruitment advertising competition
- DM program for Charles Schwab & Co. generated unprecedented spike in queries for a new home equity loan program

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- Ongoing **Freelance Communications Strategist, Writer, Oakland**
Clients include AIB Govett, Bonfire Communications, Cisco, Coldwell Banker, Drugstore.com, Landor, McCann-Erickson, Grey Advertising, Nice Advertising, Pace.edu, Peet's Coffee & Tea, PG&E, SBC/PacBell, Schwab.com, Sprint.com, TiVo, TMP Worldwide, Genentech, among others.
- 2007–Present **Oracle, Redwood Shores**
Senior Writer, Global Advertising. Focus and refine messaging across all channels; help maximize paid search results.
2007–2013 — Senior Manager, Branded Creative. Create and execute strategic communications programs for brand, marketing, technology, and advocacy organizations throughout the company. Participate in high-level brand development, naming, positioning and communications initiatives.
- 2005 **Charles Schwab & Co., Inc, San Francisco**
Senior Marketing Copywriter. Developed and executed communications programs; supported numerous product groups. Included direct, banners, Web pages, jump pages, print collateral.
- 2002–2003 **FRANKEL., San Francisco**
Senior Account Strategist, Creative Director. Developed and managed high profile programs for Visa: their \$21 million 2003 holiday promotion and new debit card rewards program. Coordinated multi-agency task force; led permanent and freelance staff; worked closely with multiple account teams and clients; managed development and production of manifold campaign materials.
- 1989–1998 **TMP Worldwide, San Francisco**
1998 — Senior Creative Director. Helped turn around and fortify vital San Francisco office of international ad agency; led and directed creative teams located throughout the U.S. Clients included Gap, Charles Schwab & Co., Wells Fargo.
1995–1997 — Director, New Business. Played a key role in the topline growth of an agency emerging on a global level. Led new business S.W.A.T. team which supported offices pitching multi-million-dollar accounts; directed and coordinated multiple creative teams located throughout the U.S.; awarded 80 percent of accounts pitched including American Home Products (\$6mm), Fujitsu (\$4mm), MetLife (\$5mm), Roche Bioscience (\$3mm), Sun Microsystems (\$3.5mm), Charles Schwab & Co. Inc (\$3.5mm).
1989–1995 — Associate Creative Director. Built client relationships, solved difficult strategic and creative problems, created and directed work in all media, including new media. Clients included Apple Computer, Bank of America, Cisco, Compaq, IBM, Kaiser Permanente, KLA-Tencor, Oracle, PricewaterhouseCoopers, Sears, among others.
- 1986 **The American Music Hour, Beijing, People's Republic of China**
Writer, Producer. This was the first ever American pop music radio show broadcast in China.
- 1984–1986 **Foote, Cone & Belding, San Francisco**
Copywriter. Created and wrote advertising and promotions for Citibank, California Raisins, Epson, Levi's, National Semiconductor, PacBell, among others.