

# DENNY PHILLIPS

## Creative Director

Denny takes the spark of an idea and guides it to fruition, while fostering award-winning teams and strategically leading his client's businesses. In his roles he is responsible for budgets, timing, deliverables, and the leading of team members across a broad portfolio of clients and categories. From apps and websites to social campaigns and national television spots, Denny focuses on the consumer, creating delightful experiences at all touchpoints.

Decades of creative and account leadership have provided him with the skills to accomplish almost any task in a variety of roles. He is a team builder, dedicated mentor, and respected leader who can also push the pixels whenever he hears the call of Photoshop.

## Skills

- + UX/UI Design
- + Digital Strategy
- + Brand Development
- + Client Presentation
- + Resource Management
- + Group Brainstorming
- + Team Development
- + Innovation
- + Business Health/Growth

## Experience Highlights

### T3 The Think Tank: Creative Director

May 2007 - January 2017

Led a team of Art Directors, Designers, and Copywriters to produce award-winning work. Fostered collaborative relationships with UX, development, production, and account teams. Responded to and presented RFPs that inspired my clients and grew the business.



Led the creative team and worked with the strategy team to create Pizza Hut's first loyalty program. The goal was to increase customer retention and purchase frequency in a highly competitive category, across all digital touch points. This enables Pizza Hut to know more about their customers than ever before and be able to communicate on a one-to-one basis.



Focused on changing perceptions of H-E-B through the use of innovative media tactics. Utilized cutting edge social media and video placements such as Pinterest Cinematic Pins, 360° VR, and hyper-localized TV to create thumb-stopping creative.



Designed the 7-Eleven app and 7Rewards, 7-Eleven's successful loyalty program with millions of downloads and reached #1 in the Apple App Store. Led the team through sales periods, promotions, and partnerships across both 7-Eleven and Slurpee. Creative lead on all aspects of the digital ecosystem including content creation, online marketing, video, and social marketing.



Creative Lead for Which Wich's first national branding campaign, "Crave Interesting." Developed all creative, and brand architecture, including a new brand book. Produced all creative from billboards and banners to radio and social editorial calendars. Responsible for all in-store, online, and in-market consumer touch points.

### Guerilla-Studios: Creative Director & Owner

March 2003 - May 2007

Owned and operated a boutique design firm that serviced challenger brands such as Petland, AquaFresh, and Rite-Aid. Was responsible for company health, contracts, presentations and client-acquisition. Designed and developed all assets for these campaigns, including video, animation, email, HTML, CSS, and Flash.

### Brunner Works: Sr. Art Director

February 1999 - March 2003

Creative conceiving and production for clients including PPG, WWE, and Zippo. The Zippo work repeatedly garnered national attention in publications such as Communication Arts Design Annual and Interactive Annuals, respectively. The work also received multiple Addy awards in addition to being an Andy and a One Show finalist.

## Contact

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## Awards & Recognition

My passion shows not only in the results, but in the recognition by my peers and industry. Here is a sample of the awards and coverage that my creative has garnered for nearly two decades.



## Portfolio

To learn more about me and my work, visit [dennyphillips.com](http://dennyphillips.com)

## Education

1996 - 1999  
Art Institute of Pittsburgh  
Associates Degree  
Computer Animation and  
Multimedia Design  
Dean's List