

## JOHN AVERY

johnaveryworks.com linkedin.com/in/johnaveryworks

c: 310-902-6299 e: johnaveryworks@me.com

### RPA

SANTA MONICA, CALIFORNIA

JANUARY 2018-PRESENT

Design Lead

Responsible for the look and feel of all Honda Sales Training materials, including introductory and competitive training for Honda vehicle launches. Developed a more interactive training approach, utilizing video, animations and scrolling content. I was also the designer for a new Honda website that combined the Honda Techtutor and Honda Information Center sites. The majority of the content we develop is for sales consultants and consumers.

Client: Honda Automobiles

### RAUXA

COSTA MESA, CALIFORNIA

SEPTEMBER 2015-NOV. 2017

Executive Creative Director

Responsible for creative at the Costa Mesa, San Francisco, and Seattle offices of Rauxa. Our work includes web and app development, CRM, and advertising campaigns.

With a heavy emphasis on data, we work across all channels to deliver measurable results to our clients.

Clients: Verizon Wireless, Allergan, Gap Inc., Alaska Airlines, TGI Fridays, grandPad

### WEBER SHANDWICK

LOS ANGELES, CALIFORNIA

JUNE 2013-JULY 2015

Executive Creative Director

launched Covered California, leading creative across all media and cultures, exceeding all enrollment goals. I was also instrumental in winning and growing clients for the LA office. Along the way, I also learned a lot about public relations.

Clients: Covered California, ResMed, Genentech, Meijer, Abbott Laboratories

### RAUXA

COSTA MESA, CALIFORNIA

OCTOBER 2010-MAY 2013

Executive Creative Director

Responsible for rebuilding the creative department, elevating the work, pursuing new business, and developing a digital CRM capability featuring social media.

Clients: Verizon, Disney Movie Rewards, Intuit (TurboTax and Quicken), Farmers Insurance

### DEUTSCH

LOS ANGELES, CALIFORNIA

SEPT. 2002-SEPT. 2010

Senior Vice President, Creative Director, directDeutsch

Lead the creative development of all CRM and acquisition direct marketing programs, from strategy through final execution. I was also the creative director for DIRECTV's acquisition advertising, and was actively involved in every major new business pitch.

Clients: Volkswagen, fresh&easy, HTC, DIRECTV, UnitedHealthcare, PacifiCare, Mitsubishi, J.D. Edwards

**GOLDBERG, MOSER, O'NEILL**  
**SAN FRANCISCO, CALIFORNIA**  
**1999-2001**

Group Creative Director

I oversaw several creative teams developing general advertising. My job responsibilities also included strategy development, new business pitches, and extensive client contact.

Clients: Cisco Systems, Beringer Vineyards, Veritas Software, Quantum, Micronpc.com, Hostpro, Move.com, Sempra Energy, Oakland Zoo

**TBWA/CHIAT/DAY**  
**LOS ANGELES, CALIFORNIA**  
**1992-1999**

Senior Partner, Creative Director

I oversaw all agency direct marketing work, primarily for Nissan and Infiniti. This included product videos for every vehicle launch. Lead the agency's first efforts in digital, including the development of websites for Nissan, Infiniti, and Energizer. I also developed brand advertising for Nissan and Apple, including the original iMac launch.

Clients: Nissan, Infiniti, Apple Computer, Energizer, Air Touch, McKesson Water Products, Mitsubishi Electronics, TV Guide

**HILL, HOLLIDAY**  
**MARINA DEL REY, CALIFORNIA**  
**1990-1992**

Vice President, Associate Creative Director

Managed the Integrated Services Group, which included design, direct response, and promotions.

Primary responsibility was the direction and development of all collateral materials for Infiniti, including extensive automotive photo shoots and constant client contact.

Client: Infiniti

**AWARDS**

Communication Arts, Advertising Club of Los Angeles (The Beldings), Kelly Award Finalist (Apple iMac launch), AIGA, Graphis Annual, Type Directors Club, New York Art Directors Club, Best of the West, ANDY Awards, Diamond Echo (Nissan Pathfinder), Gold Effie (Nissan Altima), Caples Awards, Print Regional Design, Clio Awards, Creativity, Boston Art Directors Club, Creative Club of Boston

**EDUCATION**

Rochester Institute of Technology, B.F.A., with honors