

JOHN H. GREGORY

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ADVERTISING AGENCY/CLIENT EXPERIENCE:

2005-2006 / FREELANCE+CONSULTING: (Writer) Tailford agency (Breyer's Yogurt, Yoplait Frozen Yogurt, NoPudge diet desserts); LMG/Thread agency (Rolled Alloys, Demag, M-Tek, Maumee Valley Growers, Midwest Terminals); Concentrek (Syneron)

2001-2005 / POINT2INTERACTIVE: (Principal) Jeep / Warner Bros. Pictures / Annuweb / Kutz Post Edit Studio

1996-2001 / FCB WORLDWIDE: (Assoc. Creative Director) Jeep / Comedy Central / Warner Bros. Pictures / Universal Pictures / DaimlerChrysler / Little Caesars / Shop•Vac / Padron Cigars / AirTouch / Coleman

1995-1996 / McCANN-ERICKSON: (Writer-Consultant) GMC – wrote entire original GMC Truck website

1994-1995 / FAHLGREN: (Sr. Writer) Owens-Corning / Dana Corporation / West Virginia Tourism / GenCorp / The Toledo Symphony / The Toledo Zoo / NAPA Auto Parts / Glastick Hockey Sticks / K2 Skis

1993-94 / GREAT OUTDOORS: (Principal) WXYT / Koepplinger's Bakery / Gannett Outdoor

1993 / ROSS ROY: (Sr. Writer) Dodge Stealth / Chrysler / Jeep Cherokee

1988-92 / CAMPBELL-EWALD: (Copywriter) GM Hughes / AC-Delco / Delco Electronics / Sara Lee / Michigan Bell / GMAC / Chevrolet-Geo / Mastercard / Diet Coke / Princess Cruises / MGM Grand Air

1988 / BROGAN PARTNERS: (Copywriter) Michigan Dept. of Agriculture / WJLB / Detroit Optometric Centers / Siemens-Bendix / Guaranty Federal Bank / Little Caesars Family Fun Pizzerias

1987 / DeLEEUW FERGUSON BASHAW: (Copywriter) Vernors / California Natural Soft Drink / Taubman Malls / St. Joseph's Hospitals / F & M / Thorn Apple Valley / Colonial Meats / Embassy Suites Hotels

PROFESSIONAL + PERSONAL HIGHLIGHTS:

- ★ Co-founder of interactive advertising agency that had \$2 million in annual media billings
- ★ Won new business from Warner Bros. Pictures, Universal Studios, Coleman and Comedy Central
- ★ Founded, developed and directed interactive team that *Advertising Age* ranked 13th in the world (2000)
- ★ Personally won dozens of top awards, including Cannes, One Show, Andy and London International
- ★ Created new online advertising models for ad delivery and anonymous real-time behavior measurement
- ★ Experienced speaker, regularly presenting in front of highest levels of client corporate management
- ★ Major speech given: Advertising and the Convergence of Media at the DTV3 in New York, 1999
- ★ Participated in the American Film Institute's Enhanced TV Workshop in Hollywood in 1999
- ★ Author of articles including: Can Ad Agencies Become "Interactive"? *Digitrends* March 13, 2000; and Advertising on the Brink of Interactive *ClickZ* February 16, 2000
- ★ Served as "Distinguished Judge and Advisor" both in 2000 and 2001 for The New York Festivals
- ★ Have my own trading card (#103) in *The Big Idea Magazine* ad executive trading card series
- ★ Write music also and enjoy laying down tracks in my "Music Lab" home recording studio
- ★ Married for 20 years; with 2 teenage sons and a pet frog

EDUCATION:

- ★ 1986 – Bachelor of Science (Communication Arts + Marketing) Western Michigan University, Kalamazoo, MI

2002 ONE SHOW: Merit Award for Point2 Interactive Web site

2001 LONDON INTERNATIONAL ADVERTISING AWARDS: Finalist for "Cat Chase" online ad to promote Warner Bros. movie, Cats & Dogs

2000 CANNES: Bronze Cyber Lion for Comedy Central's The Man Show "Alibis" online ad

2000 ONE SHOW: Gold Pencil and Silver Pencil, respectively, for Little Caesars "Making Dough" Shockwave banner and South Park "Cheesy Poofs" Java banner for Comedy Central

2000 LONDON INTERNATIONAL ADVERTISING AWARDS: Finalist for Jeep "P.O.V." interactive ad

2000 NEW YORK FESTIVALS: Gold WorldMedal for Chrysler PT Cruiser "Blender" WebSpot; Silver WorldMedal for Jeep "Constellations" interactive ad; and Finalist Certificate for Warner Bros. "Parabolic Mic" interactive ad

2000 BRITISH DESIGN & ART DIRECTION: published for South Park "Cheesy Poofs" interactive banner for Comedy Central

1999 LONDON INTERNATIONAL ADVERTISING AWARDS: 3 Finalists for Chrysler PT Cruiser "Objects of Desire" interactive ad; Jeep "Climber" interactive ad; and Chrysler Minivans "Revolution" interactive ad

1999 DETROIT CREATIVE DIRECTORS COUNCIL: 1 Gold and Best of Category for Little Caesars "Nibbles" interactive ad; plus Bronze for Little Caesars "Making Dough" i-banner

1999 NEW YORK FESTIVALS: Silver for Little Caesars "Nibbles" and Chrysler PT Cruiser "Objects of Desire" interactive ads; plus Finalist for Jeep "Climber" interactive ad

1999 ONE SHOW: Merits for Little Caesars "Nibbles" and Jeep "Climber" interactive ads

1998 CANNES: Cyber Lion for Shop Vac "Cleanup" interactive ad

1998 LONDON INTERNATIONAL ADVERTISING AWARDS: medalist for Shop Vac "Cleanup" interactive ad

1998 ANDYS: Distinction Award for Plymouth "Silly Putty" interactive ad

JOHN GREGORY RESUME (PG. 3 OF 3) – PROFESSIONAL AWARDS

1998 DETROIT CREATIVE DIRECTORS COUNCIL: 1 Gold, 7 Silvers, 1 Bronze

1998 @D:TECH AWARDS: Gold for ShopVac “Cleanup” interactive ad

1998 ONE SHOW: Finalist for Sarah Fisher and Vietnam Web sites;
plus Finalist Shop Vac i-banner

1998 ADDY: (national round): Eagle Talon “Launch” interactive ad

1997 DETROIT CREATIVE DIRECTORS COUNCIL: 1 Gold, 4 Silvers,
2 Bronzes plus Best of Category – Public Service Magazine

1996 DETROIT CREATIVE DIRECTORS COUNCIL: 1 Gold caddy plus
Best of Category - Interactive

1991 INTERNATIONAL ADVERTISING FESTIVAL OF NEW YORK: 1 Bronze
and 1 Finalist

1991 LONDON INTERNATIONAL ADVERTISING AWARDS: a Silver Statue

1991 DETROIT CREATIVE DIRECTORS COUNCIL: 2 Silver caddys and 2 Merits

1991 ADDY: for “The Art of Driving Drunk” public service billboard

1990 INTERNATIONAL ADVERTISING FESTIVAL OF NEW YORK: 1 Silver and 1 Finalist

1990 DETROIT CREATIVE DIRECTORS COUNCIL: 12 caddys, including 1 Gold
plus Best Of Category and 3 Silvers

1990 ADDY: 3 addys and 2 Citations Of Excellence

1990 TELLY: A Bronze Statuette

1990 LINTAS:CAMPBELL-EWALD “AD OF THE YEAR”

1990 LINTAS:CAMPBELL-EWALD “AD OF THE MONTH” – January, June, July, August

1989 GANNETT CHALLENGE (national outdoor advertising competition):
Grand Prize, 2nd Place and Honorable Mention

1989 LINTAS:CAMPBELL-EWALD “AD OF THE YEAR”

1988 BROGAN “BIG IDEA OF THE YEAR”

1987 CREATIVE AD CLUB OF DETROIT: Silver “Caddy”