

Jesse Freese
Creative // Art Director



jfreese.com
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I'm an experienced creative committed to fearless questioning, strategic understanding, and real solutions.

WORK

UNIVERSITY OF SAN FRANCISCO // Creative Director // 2022–

Managing team of seven and increasing interdepartmental collaboration and trust leading to consistent in-house campaign wins. Solidifying core and sub-school identity and messaging system. Overseeing complete revision of critical university enrollment materials.

FREELANCE // Creative // 2020–2022

Highdive, Golin, Digitas, Fallon, Traction, Humanaut

Jim Bean Brands, Net App, Smartsheet, Walmart, Ubiquity, Impossible Foods.

FLEISHMANHILLARD // Creative Director // 2018–2020

Expanded creative team and led creative/social/PR integrations for Fitbit, Cisco, Salesforce, Polycom, GM and more. Won significant new business from Samsung, Dropbox, and Hershey.

EDELMAN // Creative Director // 2015–2018

Led creative on Kellogg's brands Pringles, Morningstar Farms, Rice Krispies, and Cheez-it. Evolved agency offerings of creative storytelling, product innovation, and turnkey production. Played key role in new campaign and business wins for Frosted Flakes and American Sexual Health Association.

TPN (Omincom) // Associate Creative Director // 2011–2014

Co-managed teams and created campaigns for Cricket Advertising, Jockey, Gatorade. Expanded agency's advertising and social offerings, and fostered integration between creative department and production teams.

SPONGE // Art Director // 2008–2010

Sears Optical, Autozone, ServiceLive, Cracker Barrel.

FREELANCE // Creative // 2006–2015

OKRP, FCB, Leo Burnett, Havas

Turtle Wax, Kraft, KFC, S.C. Johnson, Motorola, Nivea, Miller, United Airlines, Coca Cola, Citi Bank, Calphalon, Blackberry.

EDUCATION

Columbia College Chicago // BFA // Creative Journalism & Advertising Art Direction
University of Minnesota // BS // Psychology

AWARDS, RECOGNITION, AND COVERAGE The Addys, The Effies, The Tellys, The Reggies, Huffington Post, BuzzFeed, Luerzer's Archive, Ads of the World, Communication Arts, Ad Week, Creativity Online, Ad Age, Brandweek, New York Times, Good Morning America, ABC News, Yahoo News, Bon Appetit, and more.

LOVES Family, my friends, laughing, bike-packing, camping, backpacking, rigging stuff, beach volleyball, playing Catchphrase®, pasta, geocaching, NBA basketball, healthy solitude, wood working, soul/funk music, New Orleans, minimalism. **SKILLS** Knot tying, facial recognition, speaking backward, free-throw shooting, crafty driving.