

PADDY O'CONNELL

ASSOCIATE CREATIVE DIRECTOR - ART DIRECTOR



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EXPERIENCE

Sr. Art Director | Allstate | 2021- PRESENT

Brought the first 360 campaign to market for newly acquired Direct Auto increasing both brand awareness and expansion nationwide. Led several sports marketing initiatives for MLS, NCAA Basketball and NCAA Football including Allstate's partnership with Kirk Herbstreit. Led enterprise wide transition from Sketch to Figma for all digital experiences for customer touch points. I trained and educated creatives, marketers and project management staff to increase knowledge and efficiencies yielding smoother process and greater collaboration across the business.

Sr. Art Director | WeberShandwick | 2019-2020

Concepted, executed and oversaw production of Mars Chocolate and Petcare product launch and activations. Including Award Winning Twix Kicks. Lead Art Director for 2020 CheezIt Bowl in Orlando, FL. Contributing team member for relaunch of Got Milk? campaign, sport focused areas.

Art Director | The Escape Pod | 2017-2019

Concepted, executed and oversaw production of broadcast, OLV and social content for the Chervon suite of brands. As Lead Creative, reintroduced the SKIL and SKILSAW brands with a fresh, clean look and revitalized energy. Served as creative support for EGO, Fireball Whisky, Castor & Pollux.

Art Director | We Are Unlimited | 2016-2017

Involved in the roll out of a brand new agency model for the Omnicom Network, servicing a singular client - McDonalds. As Mid-Level Creative, worked on National Campaigns, Social tentpole events, NASCAR vehicle wrap design, summer content series and ADWEEK's Top April Fools' Prank of 2017.

EDUCATION

Drake University
BFA: Painting

Chicago Portfolio School
Art Direction and Design

ACKNOWLEDGEMENTS

- Effie Award Gold (Brand Experience)
- One Show Shortlist
- NYFA Bronze:
 - Avant Garde / Experimental
- NYFA - Finalist (Public Relations: Products & Services)
- 6x NYFA Shortlist
- CAF National Awards
 - Elements of advertising,
 - Visual Art Direction Silver
- Direct Marketing,
 - Specialty Advertising - Bronze
- NYFA Package & Product Design: Craft:
 - Typography - Shortlist
- NYFA Package & Product Design: Craft:
 - Art Direction - Shortlist
- NYFA Package & Product Design:
 - Craft: Graphic Design - Shortlist
- Sabres Social Media/Social Networking Campaign - Shortlist
- ADWEEK's Top April Fools `Pranks

PROFICIENCIES

Digital Skills

Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Keynote, PowerPoint

Analog Skills

Illustration, Photography, Painting, Fabrication, Carpentry & Set Design

