

# Mike Pugh

Award-winning, digital native CD

312 259 4587  
michaelpugh@gmail.com

## EXPERIENCE

### **Arc Worldwide / Leo Burnett**

Associate Creative Director, 2007 – present

Senior Copywriter, 2005 – 2007

- Create digital campaigns for Purina, McDonald's, Kellogg's, Capital One, U.S. Army
- Serve as philosophical and creative lead on \$2.5MM worth of business
- Helped triple Purina account revenue over past three years

### **Vagabonding.com**

Traveler / Media Creator, 2002-2004

- Voted best travelogue by Forbes.com
- Served up stories and videos to millions of unique visitors
- Sponsored by Panasonic professional video

### **Divine, Inc.**

Copywriter, 2000-2002

- Developed copy for Chicago Stock Exchange, Steppenwolf Theatre, NAVTEQ
- Served as resident spin master for Divine corporate marketing
- Got while the getting was good

### **FastWeb.com / TMP Worldwide**

Web Writer, 1997 – 2000

- Wrote and developed sites for Midas, Culligan, and Allied Van Lines
- Helped streamline registration process for FastWeb, the #1 scholarship search site
- Crafted 50-some articles for students, building site community

## AWARDS

- Internet Advertising Competition (IAC) Award – 2009
- PRO Award – 2009
- WebAward – 2008
- Mobius Award – 2008

## EDUCATION

University of Minnesota – Minneapolis, Minnesota

Bachelor of Arts, Double Major: English Literature and Journalism, 1995

Imperial College of London – London, England

Study abroad program with concentrations in English Literature and Theater, 1995

## PORTFOLIO

<http://mikepugh.com>

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## REFERENCES

Mike is an extremely impressive creative. Smart and passionate, Mike is a strong writer and conceptual thinker. He has a unique ability to bring a wealth of relevant personal experiences and perspectives to his work. Which makes his work all the more genuine and thoughtful. Well respected by co-workers and clients, he's the type of guy everyone wants on their side.

**Chris Cancilla, SVP, Group Creative Director at Young & Rubicam**

Hire Mike Pugh at your own peril. The rest of your team will be jealous of his talent and his previous employer will probably never speak to you again. Of course if you're willing to take that risk, you'll be rewarded with a constant stream of insightful brand analysis, highly creative ideas, and a guy who knows the real definition of collaboration and team building.

**Todd Levy, Director, Interaction Design, WHITTMANHART**

Mike is easily one of the best creative minds I've had the pleasure to work with. It is rare that I see a person who understands both the complexity inherent in interactive experiences while applying the power of simplicity in ideas. Mike possesses a strong steady creative hand in guiding a team. On top of all that, Mike is fantastic in front of clients.

**Zac Rybacki, Executive Creative Director, WHITTMANHART**

Beyond being an extremely talented copywriter, Mike is also a highly strategic thinker, always bringing unique perspectives and playing an integral role in developing insights. Mike is a hard-working individual who gives 110% while maintaining a positive and optimistic attitude – contagious to those around him.

**Lauren Zivkovic, Planning Supervisor, Arc Worldwide**

Mike is a visionary creative director with a broad scope of interactive talents. His big ideas consistently wow clients and his team members. He was a great mentor for me in both work and personal life. It was a pleasure working under Mike.

**Ross Gordon, Copywriter, Tribe9 Interactive**