

Joe Bartolucci

Senior Vice President, Creative Director at Leo Burnett

Summary

Talk less. Show more.

I'm an SVP creative director with 14 years experience in mainly interactive, but have done award-winning print and some broadcast. I've worked in these categories: CPG, home-improvement, fashion retail, QSR, beer & spirits, mobile communications and the armed services.

Always looking for experiences to broaden my expertise; sharpen my creative skills; or work with visionary people, mavericks, savants, whackos and carnies.

Specialties

Written, presented, sold work and won awards... and planning to win again. Clients include: Wrigley's, MCDs, Budweiser, Blackberry, US Army, Kellogg's, Tropicana, State Farm, Lowe's, LensCrafters, True Value, Chicago Flyfishing Outfitters, Wrigley Brands.

Experience

Senior Vice President, Creative Director at Leo Burnett

May 2009 - Present (1 year 11 months)

Built a creative digital practice to handle the many, many brands of Kellogg's. Created many successful digital programs, spearheaded social media efforts and grew FB pages for Cheez-It from 10K to over a million. I can tell you about every single Kellogg cereal :)

2 recommendations available upon request

Group Creative Director at Tribal DDB

March 2006 - May 2009 (3 years 3 months)

Grew from ACD to GCD. Managed cross-discipline creative teams to innovative digital awesomeness for the following brands: Lowe's. Tropicana Twister. Lenscrafters. Wrigley Brands. New Business...

2 recommendations available upon request

Creative Director at Tribal DDB

June 2007 - March 2009 (1 year 10 months)

1 recommendation available upon request

Associate Creative Director at Tribal DDB Chicago

March 2006 - June 2007 (1 year 4 months)

Lowe's. Tropicana Twister. Lenscrafters. New Business...

1 recommendation available upon request

Senior Copywriter at MARC USA

August 2004 - March 2006 (1 year 8 months)

Went to work for a traditional agency, learned a ton, had a great mentor. Worked on: True Value. General Growth Properties.

1 recommendation available upon request

Senior Copywriter (Arc Worldwide) at Leo Burnett

June 2001 - August 2004 (3 years 3 months)

Worked on one of the best integrated campaigns for US Army, so far ahead of it's time in terms of getting all the work to sing. It was because we had a lot of smart people who respected each other on the same team: US Army. Kellogg's. Adidas. Morgan Stanley.

2 recommendations available upon request

Copywriter at Tribal DDB/DDB Chicago

August 1998 - June 2001 (2 years 11 months)

In the first days of digital agencies, the cool scooters were just as important as the work: Budweiser. Bud Light. State Farm. Van Kampen Investments. McDonalds.

Account Executive at Hill & Knowlton

1996 - 1998 (2 years)

Worked in PR on Oscar Mayer and Jim Beam, it was close to advertising, but it wasn't advertising.

Media Spokesperson/Weinermobile Driver at Oscar Mayer Foods Corporation

1995 - 1996 (1 year)

I drove a Hot Dog on wheels and listened to kids sing the Bologna song over 10,000 times in 1 year. Tell me you can beat it.

Waiter at Poor Phil's

1994 - 1995 (1 year)

I schlepped a lot of seafood. Shucked oysters. Poured beer. Drank a lot. Pretty much I was stuck in my parents basement.

Education

Columbia College Chicago

MFA, Fiction Writing, 1999 - 2002

Illinois Wesleyan University

BA, English, 1990 - 1994

Honors and Awards

2009 Interactive One Show, Merit Award (well, close has to count), Lowe's Sunnyville
2009 New York Festivals, Bronze, Best Website, Lowe's Sunnyville
2008 SXSW Interactive Awards, Finalist, Lowe's Sunnyville
2008 Lurzer's Archive, Chicago Flyfishing Outfitters, Vol 5
2008 Adobe Site of the day, Lowe's Sunnyville June
2008 FWA Website of the Day, Lowe's Sunnyville April 28
2007 One Show. Best of Decade Online, Bud Whassup?!
2006 AdCritic Interactive Shortlist. Tropicana "Frong"
2003 Interactive One Show, Silver, US Army
2003 Effie Award, US Army
2001 Interactive One Show, Gold, Best in show, Bud Whassup?!
2001 Interactive One Show, Gold, Best integrated, Bud Whassup?!

Interests

I have interests.

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9 people have recommended Joe

"You know the guy you always make eye contact with while laughing at a joke in a group setting? That's Joe. He gets it."

— **Ryan Stephens**, *Art Director, Leo Burnett*, reported to Joe at Leo Burnett

"I've had the pleasure of working with Joe at two agencies (Tribal DDB and Leo Burnett). At Tribal, Joe moved fluidly as the Creative Director on a variety of accounts, quickly earning the respect of his teams and delivering absolutely amazing work. At Leo Burnett, his role changed to focusing on a single account where he built a solid team of integrated talent that worked across both digital and traditional media. In both circumstances, Joe brought both his passion and enthusiasm for digital advertising – specifically, a visible desire to pioneer within the medium and create something that goes beyond the client's stated business objectives. In addition to all of this, Joe is simply one of the best creative leaders I've worked with. He has the unique ability to balance humor, thoughtful mentorship, respect, and an uncompromising vision."

— **Paul Dain**, *SVP | Director, Digital Exchange, Leo Burnett*, worked with Joe at Leo Burnett

"Joe Bartolucci has the ability to mix great creative talent, attitude and a great understanding of the people that work with him. He was one of the main reasons I joined Tribal, and for the brief period we worked together, I was constantly captivated and motivated by his vision and great ideas, aside from the constant flow of great vibes."

— **Fernando Rossi**, *Interactive Art Director, Tribal DDB*, reported to Joe at Tribal DDB

"Joe is a great crossover creative, moving effortlessly between digital and mainline media. Like you'd expect from a digital creative director of some repute, he's hyper-aware of the latest emerging media, most inventive technologies, developments at the frontlines of modern culture, etc., etc. But he's also a funny, strategic, big-picture storyteller. As a leader, Joe has a fun, approachable style that inspires his teams' loyalty and best ideas. Everybody loves Joe."

— **John Carstens**, *Group Creative Director, DDB*, worked with Joe at Tribal DDB

"Joe is the kind of guy that reminds you what you like about our business. He truly loves what he does and the people he works with. He'll prove to you that there is always a way to make an idea better, and he makes it fun to make that happen. His laugh is infectious. His perspective is brilliant."

His drive is endless. I always appreciated having him on the team. I looked to him for great ideas, a fresh perspective and a lift in my spirits. He's a Pied Piper of creativity."

— **Kevin Flatt**, *Executive Creative Director, Tribal DDB*, managed Joe at Tribal DDB

"Joe is an all around great guy to work with. I pitched ideas directly to him for Lowe's. He not only possesses valuable insight into making big ideas work in an interactive space, he also makes the process getting there an enjoyable one. I look forward to working with him again in the future."

— **Charles Noback**, *Guru, Charles Noback Copywriting and Creative Consulting*, reported to Joe at Tribal DDB Chicago

"Joe is the guy that raised the bar for everyone in the best possible way. He delighted clients with his animated, passionate presentations. He inspired his teammates with an open mind to great ideas from anyone. And he always worked tirelessly to make the idea something we could all be proud to be associated with as individuals and as an agency. His loopy wit, sharp creative instincts and serious writing chops made him a star on my team. He's the epitome of the adage: "Always hire people who are better at things than you are." Joe's scary good."

— **Michael Rivera**, *Executive Creative Director, MARC USA*, managed Joe at MARC USA

"I have had the good fortune of being able to watch Joe's career explode. Although I've never got the chance to give him a food order at Poor Phils, I'm sure it would have been amazing service. However, I have had a chance to work alongside of Joe on many great projects at Leo. Joe's instincts, creative talent and good nature made him a very important part in developing our Army campaigns on and offline. As a result, it payed off with several big awards for us. Joe's wit and common sense would make him a great addition to any creative group in just about any media. I hope our career paths cross again. - Vince Cook"

— **Vincent Cook**, *VP Creative Director, Leo Burnett*, worked directly with Joe at Leo Burnett

"There aren't many Senior-level Copywriters that understand how to speak to an audience both online and offline. Joe grasps how to use all media and all mediums to build brand awareness, brand confidence and brand loyalty. I was fortunate to work with him at two different companies and look forward to the day when we can work together again."

— **Jeff Brecker**, *Director of Production, Leo Burnett*, worked directly with Joe at Leo Burnett

[Contact Joe on LinkedIn](#)