

# joe bartolucci

## creative director

Portfolio: [www.joebartolucci.net](http://www.joebartolucci.net) | 773.732.4666 bartolucci@mac.com

### AGENCIES:

- Tribal DDB, Chicago, IL 5/06 - now  
**Creative Director**  
LensCrafters, Lowe's, Tropicana Twister  
Welcome to the golden age of online creative. Ideas are bigger, better funded and can be just about anything you can dream up. I lead creative teams in creating ideas and hopefully, help inspire along the way.
- MARC USA, Chicago, IL 8/04-5/06  
**Senior Copywriter**  
True Value, General Growth Properties, Peterbilt  
Broadened experience into broadcast, print and radio. Small agency. Big ideas.
- Leo Burnett, Chicago, IL 5/01-6/04  
**Senior Copywriter**  
U.S. Army ([www.goarmy.com](http://www.goarmy.com)), United Nations Global AIDS Fund, Kellogg's, Adidas  
At the time, it was one of the most effective integrated campaigns around, "An Army of One." Wrote copy and long-form broadcast for entire goarmy.com Web site. Been on a secret floor of the Pentagon. Project lead on multiple assignments.
- Tribal DDB/DDB Worldwide, Chicago, IL 8/98-5/01  
**Copywriter**  
Anheuser Busch, Microsoft, McDonald's, State Farm, Qwest, Van Kampen Investments, Emerson  
Thought big. Wrote online ads and Web sites. Worked with a great group of folks. Lived phat in the dawning of the age of the Information Superhighway.
- HILL & KNOWLTON, Public Relations Inc., Chicago, IL 1/96-9/97  
**Account Executive**  
Jim Beam Brands Co., Oscar Mayer Foods Co., Kraft Foods Inc., Dunkin' Donuts, Empress Casino Joliet Corp  
Begged journalists to print my stories. Wished I worked in advertising.
- OSCAR MAYER FOODS CO., Madison, Wis. 6/95-9/95  
**Media Spokesperson (AKA Wienermobile Driver)**  
Drove a hot dog car across the country. Really doesn't get much better than that, does it? Pitched local and national media outlets to gain press for OM. Auditioned and filmed thousands of children across the country to find the next Oscar Mayer kid to appear in commercials. Single-handedly foiled a PETA protest.

### AWARDS/RECOGNITION:

- 2007 Adcritic Interactive Showcase mention, Tropicana Twister, [www.keepingittwisted.com](http://www.keepingittwisted.com)
- 2003 One Show Interactive, Silver Pencil, Online Advertising - U.S. Army, "An Army of One"
- 2002 Echo "Leadership" award, U.S. Army Web Site "An Army of One" [www.goarmy.com](http://www.goarmy.com)
- 2002 Andy Award, Interactive, Anheuser Busch "Whassup?!" language translator
- 2002 Effie Award, Best Recruitment Advertising - U.S. Army, "An Army of One"
- 2001 One Show Interactive, Gold Pencil, Best in Show - Anheuser Busch "Whassup?!"
- 2001 One Show Interactive, Gold Pencil, Best Integrated Marketing Campaign - Anheuser Busch "Whassup?!"
- 2001 Revolution Awards, Best Integrated Marketing Campaign, Finalist— Anheuser Busch "Whassup?!"

### EDUCATION:

COLUMBIA COLLEGE-Chicago, Ill., master of fine arts, Fiction Writing, Fall 97-Spring 2001.  
ILLINOIS WESLEYAN UNIVERSITY-Bloomington, Ill., bachelor of arts, English, May 1994.