



## Michael Thomas

Art director | writer | perfectionist

Web site | E-mail | 917-509-5749

### Mikeroophone 1998 to present

Mikeroophone is my thing. I partner with writers, photographers, wire frame designers and programmers. We craft marketing messages for all media and serve an eclectic bunch of clients. Sometimes I help small ad agencies win pitches against Goliath-sized competitors.

Clients include DoDo and Nudo, two divisions of Pomellato; the Andrew Glover Youth Program; New Yorkers for Patient and Family Empowerment; and a number of entrepreneurs.

### Bozell, New York 1991 to 1998

Associate Creative Director, Vice President  
Partner to the group creative director

Accounts included:

Merrill Lynch: contributed to corporate campaigns; supervised retail campaigns and creative teams

Chrysler Corporation: corporate campaigns to improve public perceptions of safety, reliability and innovation in advance of launch of Chrysler Concorde and LHS, Dodge Intrepid

Launch and sustaining campaigns for Concorde and LHS

Sustaining campaigns for Plymouth Acclaim, Dodge Spirit

Corporate campaign for Plymouth Voyager, Dodge Caravan (The Minivan Company) and retail campaign (The Minivan Store)

Dealer print and outdoor for Plymouth Neon

Member of the engineering/marketing team charged with investigating a restaging of the Plymouth brand. Developed media and dealer concepts including 24-hour service, virtual dealerships, interactive web presence. Evaluated prototypes, including Prowler, PT Cruiser, next-generation minivans.

Valvoline: art, copy and photography for national trade, consumer, NASCAR and Indycar campaigns; supervised creative teams

Family Channel: national image and programming campaigns

Lycos: art, copy and photography for national consumer campaigns; supervised creative teams

### Scali McCabe Sloves 1985 to 1991

Associate Creative Director, Vice President

Participated in strategic planning and creative execution of brand and retail campaigns for Nikon, Pella, Purina, Volvo, Sharp, Continental Airlines, Hertz, Perdue, Chase, Brawny paper towels, Northern tissue, Cypress Gardens

### Skills

Design; art direction; web programming; copywriting; strategic development; photography for pitches and national campaigns (Lycos, Valvoline); illustration

Fluent in Mac OS X, Windows, NeXT

Helped implement the first client/server network at Bozell: 300 NeXTstations, plus Macintosh and Windows PC's; NeXT instructor to the creative group

Software power user: Creative Suite 6, especially InDesign, Illustrator, Dreamweaver, Photoshop; FreeHand; Quark

Expert motorcyclist, skier, bicyclist

### Awards

Two sons; several One Show finalists; some Art Directors Club finalists; an Effie; some Addys; a BFA from the University of Tulsa

### References

Claus Rodgaard, COO, Vertec, New York, NY

Jeannette Hogue, fundraiser, New York, NY

Steve Crane, partner, Branded Cultures, Greenwich, CT

Allan Gordon, Enmark, Los Angeles, CA

Trine Rodgaard, Telx, New York, NY