

# David Hackett

Creative Director

E: [davehackett@me.com](mailto:davehackett@me.com)

T: (203) 451-6379

Portfolio: [www.hackettworks.com](http://www.hackettworks.com)

LinkedIn: <http://www.linkedin.com/in/davidhackett1>

## **About David Hackett**

David is a direct response marketing specialist with 25 years experience in direct mail, interactive and television advertising. He has experience working across many client sectors – including financial services, pharmaceutical, packaged goods, automotive, technology, and education. Currently, David is a partner at SpaceCenter Partners and founder of Dot Roar — a marketing service tailored for small business.

## **Key Skills**

*Strategic:* Enthusiastically approaches his work with the client's business objectives in mind. Adds value in marketing plan development and applies strategic skills to creative solutions.

*Collaborative:* Encourages thoughtful discussion with all agency disciplines to help ensure the best creative work is being presented to the client. Comfortable working on executive initiatives within the agency and with clients.

*Team Leader:* Years of experience managing creative teams from 6 to 26 employees. Enjoys mentoring staff and clients to help deepen their knowledge of direct response marketing. Partners effectively across agency disciplines. Keeps an open line for debate and discussion about how the team approaches the work. Has excellent oral, written and presentation skills.

*Designer:* Flexible design skills across all channels of marketing. Enjoys hands-on approach to get the job done. Proficient in Photoshop, Illustrator and InDesign. Excellent understanding of all aspects of digital production.

## **Looking Forward To**

Creating new 'spheres' of response marketing for clients by connecting traditional and social media.

EXPERIENCE ON NEXT PAGE

## **Experience**

2010 – present

**Dot Roar**, Norwalk, CT

Founder

Dot Roar is a marketing service that helps small businesses establish, maintain and promote their “authority voice” online. For more info: [www.dotroar.com](http://www.dotroar.com)

2009 – present

**SpaceCenter Partners**, Norwalk, CT

Partner, Creative Director

Clients: Child Mind Institute, Yale University, Philadelphia Orchestra

2006 – 2009

**Wild Rose Marketing**, Westport, CT

Creative Director

Clients: BBDO (E Trade), Allergan Medical (The LAP-BAND System)

1997 - 2006:

**Euro RSCG 4D**, New York/Wilton,CT/Boston/Chicago

Executive Creative Director

Clients: Fleet Bank, NationsBank, Visa, US Bank, Guinness, Smirnoff, Jose Cuervo, Volvo, Computer Associates, GlaxoSmithKline, Amgen

1994 - 1997:

**Leo Burnett**, Chicago

Associate Creative Director

Clients: Phillip Morris Tobacco

1990 - 1994:

**Grey Direct**, New York

Associate Creative Director

1987 - 1990:

**Wills and Evans**, New York

Art Director

1985 - 1987:

**Warwick Advertising**, NYC

Art Director

1981 – 1985:

**School Of Visual Arts**

BFA in Advertising

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## **Accolades**

2007

DTC Advertising Awards

GOLD – The LAP-BAND System campaign

2007

The LAP-BAND System TV – recognized by AdAge as #4 on the Top-Ten Most-Recalled Spots for April

2005

Internet Advertising Competition

Best Beverage Microsite for Guinness RM program

2003

Caples finalist for Guinness RM program

2002

Caples finalist for Guinness RM program and Fleet Small Business

2001

Midas, Echo and Caples finalist for Fleet Small Business

1998

Tempo 1st Place for US Airways Platinum Visa

1991

PRO Award for Viacom sales kit