

# TIMOTHY STAPLETON

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Played a major role in creating many remarkable brands. Their success is the result of being surrounded by amazing teams of individuals and getting the most out of their unique talents. It is impossible to make it in this industry without a very high level of collaboration.

## EXPERIENCE

### **Sigma Group** *Creative Director*

Upper Saddle River, NJ  
*July 2007 – Present*

Changed the creative department by adding creative strategy and a dedicated account planning approach to all creative projects. Created the last two brand platforms and web sites for the agency and restructured the way we approach new business. Named Small Agency of The Year by *Ad Age* and one of the top fifty agencies by state by *Adweek*. Also won five new business pitches in a row. Widely recognized as the top agency in the region and are gaining recognition on a national basis.

Famous Footwear, Panasonic, Hunter Douglas, Ciao Bella, BRUT, Pert Plus, Rita's Italian Ice, Wyndham Worldwide, Huntington Learning Centers, Woolrich, De'Longhi

### **Atlas** *Chief Creative Officer/Founder*

Atlanta, GA & Whitehouse Station, NJ  
*June 2006 – July 2007*

Founded and ran a successful small agency in Atlanta. Responsible for everything from creative and new business to media planning and buying.

North American Airlines, Larry Williams Commodities Trading, The Globe Restaurant, Luna Flooring, United Nations (Voices Against Poverty)

### **Fletcher Martin** *Chief Creative Officer*

Atlanta, GA  
*July 2001 – June 2006*

Responsible for the creative product of the agency. Led the creative, strategy, and production departments as well as all new business pitches for entire agency. Authored GCC and UF initiatives, which were the most successful campaigns in the history of their respective categories.

Arbys, University of Florida, Carvel, Suntory, Piccadilly Cafeterias, Precept Golf, E-Z-Go Golf Cars, Cellular South, Georgia Cancer Coalition, Robinson College of Business, InCharge Debt Solutions, BioGuard, Salvation Army (Hurricane Katrina Relief)

### **The Richards Group** *Copywriter*

Dallas, TX  
*February 1997 – July 2001*

Created and produced award-winning campaigns for large national brands across all media platforms. Created brand campaigns that launched Tavelocity and Nature's Sweet Tomatoes. Worked as creative lead on several accounts.

PrimeCo, Greyhound, Travelocity, Chick Fil-A, Home Depot, Compass Bank, Taco Cabana, AMF, Nature's Sweet Tomatoes, American Heart & Stroke Association, Community Coffee, Nikon Eyes

### **Publicis/Bloom** *Associate Creative Director/Principal*

Dallas, TX  
*July 1990 – February 1997*

Created and produced several award-winning campaigns for large national brands across all media channels. Managed several teams and was creative lead on several brands. Did majority of BMW pitch work that won the account for the agency.

Nestle, BMW, Krystal Restaurants, TGI Friday's, LaQuinta, Incredible Universe, The Arthritis Foundation, Scottish Rite Children's Hospital, Stouffer's

## EDUCATION

### **University of Texas at Austin**

The Leonard Ruben Creative Sequence  
Four Semesters of advertising layout design  
Copywriting and production  
Robertson Scholarship  
Michigan Competitive Scholarship  
Golden Gloves of America Scholarship  
Manistee Boxing Club Scholarship  
University of Texas Advertising Club  
Student Chapter BP/AA (Charter Member)  
American Society of Mechanical Engineers  
University of Texas Fencing Club

## AWARDS

Clios, One Show, TOPS, National ADDY Awards, Bronze Anvil (PR), International Radio & Film Festival, Creativity, Archive Magazine, Mercury Awards (PR), International Newspaper Competition, Show South, Effie Awards, Board of Directors - Museum of Design Atlanta, Board of Directors - Grady Hospital Visitors Committee, Board of Directors - Women's Works Publishing, Show South Chairman, Vice Chairman 2004 Mayor's Masked Ball, Marketing Director for United Nations Resolution 149  
Voices Against Poverty