



Steve McFarland • Creative Director

 Oak Park, IL  917-328-0049  mcfarland34@yahoo.com  b61productions.com/portfolio

Synopsis

Passionate creative with a track record of using words, images and technology to connect people to brands. Unique background blends old-school journalism chops, real-world experience and a cutting-edge digital mindset.

Marketing & Agency Experience

Creative Director • Merkle • Chicago

November 2014–Present

Direct dynamic, hyper-personalized marketing campaigns for a wide range of clients, including: Under Armour, Canon, Chase, Sallie Mae, Universal Orlando Resort, and more

Supervise team of copywriters, art directors and developers to ensure quality of work and adherence to performance marketing, SEO and ADA best practices

Utilize exceptional client-service and presentation skills to ensure collaboration and buy-in from ideation through completion

Manage large-scale email, social media, print, video, and display campaigns that meet client objectives – on time and on budget

Sr. Copywriter • Norton Advertising • Chicago

July 2012–November 2014

Senior writer on B2B and B2C communications for clients that included Alcon Vision Care, Capital Group, McKesson, and James Hardie Building Products

Delivered strategic, on-brand copy for print, video, social media, and display campaigns

Wrote series of videos launching AT&T ForHealth suite of healthcare services

Freelance Writer • Chicago

June 2011–January 2012

New Control – Developed concepts and wrote direct mail copy for clients, such as Visa, Bank of America, and Southwest Airlines

Manifest Digital – Led content development for redesign of HSBC’s U.S. website, us.hsbc.com

Copywriter • Hiebing • Madison

August 1998 – August 2002

Produced creative print, radio and digital materials for clients in the real estate, healthcare/biotech, and recreation sectors

Worked on national and regional clients, including Kalahari Indoor Waterpark Resort, Eastpak Backpacks, and Dean Health Care

Named Fruitopia flavor “Citrus Excursion” for client Coca-Cola

Cont.

Steve McFarland

Creative Director

Financial Services Experience

Systems Analyst • LaBranche Capital • New York, NY

May 2009 – April 2011

Responsible for developing firm's brand for internal and external audiences

Wrote, built, and maintained sites using Drupal CMS

Documented highly complex trading applications and firm's market data feeds

Provided technical support in fast-paced and demanding trading-floor environment

Analyst • Citigroup • New York, NY

July 2005 – May 2009

Defined new role within Citigroup's realty management department focused on communications and technology

Spearheaded environmental communications initiatives and tenant education programs

Responsible for space occupancy and energy consumption reports for senior management

Wrote and designed department communication vehicles such as newsletters, websites and executive presentations

Life Experiences

Publisher/Editor • B61 Productions • Brooklyn, NY

April 2005 – December 2006

As a pioneer in hyper-local online journalism, I was among the first to learn you couldn't make money doing it

Wholesale Manager • Handprint • New York, NY

August 2002 – April 2005

Moved to New York without a job – what can I say? One day I sold Maja Angelou a silk bed set and she wished me, "Happy Holidays"

Software & Tech Proficiencies

Expert: Microsoft Word, PowerPoint, Excel, Teams

Working knowledge: HTML, Drupal, WordPress, Photoshop, DreamWeaver

Education & Extra-curriculars

Winona State University, Minn. – Bachelor of Arts, Journalism

Training for fifth marathon, first Chicago

Active member of Merkle's Diversity & Inclusivity committee

Youth rec-league soccer coach



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