

tony gomes • creative director/copywriter
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EDUCATION

Syracuse University | Bachelor of Science in Film

EXPERIENCE

Our Man In Havana
January 2006 – Present

Founding Partner

Involved in every facet of running the company - business development, strategic planning, creative development, brand management and financial planning. Created work in all disciplines - print, outdoor, online, package design, internal communications and collateral.

Clients: Marriott International, NBC Universal, Rémy Cointreau USA, the Bronx Zoo/New York Aquarium

Freelance
May 1998 – January 2006

Creative Director/Copywriter

Agencies: BBDO, Wieden & Kennedy, Saatchi & Saatchi, JWT, Young & Rubicam, McCann Erikson, TBWA/Chiat Day, Berlin Cameron + Partners, Hill Holliday, Gardner Nelson & Partners, ML Rogers Agency

Euro RSCG Worldwide
March 1996 – May 1998

Executive Creative Director

Repositioned Volvo Cars of North America, increased revenues by over one billion dollars for MCI with the introduction of 1-800-COLLECT.

Clients: MCI, Volvo Cars of North America, Dunkin' Donuts

Ammirati Puris Lintas
February 1991 – March 1996

EVP, Managing Director, Creative

Created award-winning, result-driven campaigns for clients in categories ranging from packaged goods to finance.

Clients: Burger King, Lever Brothers, Johnson & Johnson, Nikon, Aetna, Stanley, RCA

Deutsch
December 1985 – February 1991

Creative Director

Managed creative team that brought IKEA into the agency, developed Kelly Award winning campaign for Oneida.

Clients: IKEA, Oneida, Samsung, Time Warner, GMC Trucks

Ogilvy & Mather
January 1982 – December 1985

Copywriter

Crafted copy for blue chip brands.

Clients: American Express, General Foods, Hallmark, Hershey