

# LUKE WALDRUM

FREELANCE CREATIVE DIRECTOR



## INTRODUCTION

I'm very passionate about using creativity to solve problems. From marketing challenges to personal projects, looking to solve problems is one of the jumping points to satisfying my curiosities. The relentless conversations, questioning and investigative work that it takes to ultimately arrive at the creative idea, is what motivates and challenges me everyday. Then crafting it so well that it ultimately makes someone feel something, do something, or think about something in a way they wouldn't have before. Making the type of work we remember, share and talk about. To be lucky enough to do that everyday with like minded passionate people is what I work for. I hope to have the chance with you someday soon.

## EXPERIENCE

### MCCANN HEALTH 2004 - 2019

I've spent all 15 years of my career with McCann Health. From entry level designer up through Creative Director, where I led multiple creative teams, managing over \$10M+ of business. Launched countless creative campaigns and helped secure multiple pieces of new business over the years with strong convincing creative presentations. I'm extremely passionate about contributing to the creative culture of the agency and launching multiple internal creative initiatives, most notably our annual Film Festival.

CREATIVE DIRECTOR  
2014 - AUG '19

ASSOCIATE CREATIVE DIRECTOR  
2011 - MAY '14

ART SUPERVISOR  
2010 - OCT '11

SR. ART DIRECTOR  
008 - 2010

ART DIRECTOR  
2006 - 2008

DESIGNER  
2004 - 2006

### GALLERY L OWNER 2018 - 2019 MONTCLAIR, NJ

I debated about putting this on my resume, but I believe it's an important to get across my passion for creating, and the entrepreneurial spirit that I have. In June of 2018 my wife and I opened a small independent Art Gallery in downtown Montclair, NJ with zero prior experience. It was one hell of a ride and and creative experiment. From live music events, to Halloween costume parties and of course plenty of art shows, we curated an amazing experience of community, art, and creative freedom. Week in, and week out for 52 weeks. While it only lasted one year. I'll take with me the incredible amount of personal and creative growth for the rest of my life. Being a small business owner in a busy downtown environment was no joke. Especially raising a one year old and working full-time at an agency.

## EDUCATION












**THE ART INSTITUTE OF PHILADELPHIA**  
Associates Degree / Graphic Design  
1999 - 2001

## SKILLS

**ART DIRECTION / EXECUTION / DESIGN / ILLUSTRATION  
ENGAGING PRESENTATIONS / VIDEO EDITING  
PHOTOGRAPHY / PITCHES / LEADERSHIP / CONCEPTS**

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premier  
Microsoft PowerPoint

## AWARDS

-  **CANNES LION / 2015-BRONZE**
-  **CLIO / 2016 / SILVER**
-  **CLIO / 2017 / BRONZE**
-  **CLIO / 2018 / BRONZE**
-  **GLOBAL / 2015**
-  **GLOBAL / 2015**
-  **CREATIVE FLOOR / 2015**
-  **CREATIVE FLOOR / 2018**
-  **CREATIVE FLOOR / 2018**
-  **MM&M / 2015-TITANIUM**
-  **MM&M / 2018-GOLD**

**CREATIVITY INTERNATIONAL 2018**  
Professional Promotional - Packaging - GOLD  
Professional Integrated Campaign - SILVER

**CREATIVITY INTERNATIONAL 2015**  
Magazine Ad - B2B - Campaign - SILVER  
Illustration - Medical - SILVER  
Branding, Campaign - SILVER  
Magazine Ad - B2B - BRONZE  
Poster - Campaign - BRONZE  
Trade Show Display or Graphics - BRONZE

**CREATIVITY INTERNATIONAL 2016**  
Professional Poster - Campaign - PLATINUM

**IPA BEST OF HEALTH 2015**  
Film Individual - SILVER  
Integrated Campaign - SILVER  
Press Advertisement Individual - SILVER  
Press Advertisement Campaign - BRONZE

**RX CLUB 2017**  
**RX CLUB 2015**

EMAIL / [luke@lukewaldrum.com](mailto:luke@lukewaldrum.com)  
ONLINE PORTFOLIO / [www.lukewaldrum.com](http://www.lukewaldrum.com)  
PHONE / 973-769-0597