



DAVID SWOPE

CREATIVE DIRECTION | ART DIRECTION

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BIO:

David Swope is a Creative Director of integrated, strategic advertising. His portfolio includes interactive, print, broadcast, outdoor, guerilla, B to B, direct, promotions and logo design. And he has fun doing it. David has worked with a range of clients from TiVo to HP, from FOX Sports to Jelly Belly. In 20 years, he's done time at just about every agency in San Francisco, and his work has been recognized by Clio, Cannes, Communication Arts, and more.

EXECUTIVE CREATIVE DIRECTOR:

TiVo, May 2010-Present

At TiVo, David has led a rebranding initiative, including redesigning and animating the 'TiVo guy' logo and giving him a voice for the first time. David oversees an in-house creative department that has produced web films, banners, print and radio. A recent advertising campaign raised awareness and consideration of TiVo by more than 50% in markets tested. His brand team supports multiple marketing departments globally. David currently commutes 3 1/2 hours a day. Seriously.

AGENCY CREATIVE DIRECTION:

At McCann, David directed interactive producers and developers in executing HP's \$14M Back to School campaign and Microsoft's \$20M international VoIP campaign. As Group Creative Director at HWY1, David ran the Real California Cheese account. As ACD at Wolfe/Doyle, he oversaw a dozen art directors and writers. From 2001-06, David pitched and managed his own accounts as a freelance creative director.

David has extensive experience presenting to clients, VPs and CEOs, and plays nice with others. He respects account and strategic planning, and he enjoys finding and developing young creative talent. Above all, David leads and motivates by example.

ART DIRECTION:

McCann Erickson (Sr. Art Director) 2006-2010

Digitas (ACD / Sr. Art Director): 2000

HWY1 (GCD / Sr. Art Director): 1998-2000

Wolfe/Doyle (ACD): 1991-1998

FREELANCE (2000-2006):

Publicis & Hal Riney

BBDO

Young & Rubicam

Venables/Bell

AKQA

Hoffman-Lewis

Eleven

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PAGE 2 of 2

RECOGNITION:

Clio, Cannes, Graphis, Communciation Arts, Obie, Emmy, Telly, Addy, San Francisco Show, Archive, Creativity, Print Magazine, Echo.

NEW BUSINESS:

David has participated in some of San Francisco's largest creative pitches, including Sprint and Microsoft, worth almost \$2 billion combined. At McCann, his work beat Goodby Silverstein for a \$9M HP project. While at Eleven, David's campaign won the San Francisco Tourism account. His work won Riney the Wellpoint business. David also teamed up with a micro agency, Brainchild Creative, to win the state's Flex Your Power account, beating out established agencies like DDB and Grey.

CLIENT EXPERIENCE

SPORTS: FOX Sports, SF Giants, Oceanic, Hi-Tec
FOODS: Jelly Belly, Real Calif. Cheese, Specialty Brands, Marin Farmers Market, Wild Oats
BEER & WINE: Pete's Brewing Co, Grgich Hills
NEWS/MEDIA: KTVU/FOX2, SF Chronicle, Salon.com
ENTERTAINMENT: TiVo, Animal Planet, Lucasfilm, The Simpsons, CitySearch
VIDEO GAMES: XBOX, Midway, Ubisoft, Segasoft
LEISURE: Air New Zealand, SF Tourism, SF Opera
AUTOMOTIVE: ZAP Electric Vehicles, First Auto, BMW
TECH: HP, Microsoft, Autodesk, National Semiconductor, Sprint
FINANCIAL: Schwab, B of A, Visa, Amazon
NON-PROFIT: Flex Your Power, WWII RPS, Goodwill, Coral Reef Alliance, Red Cross

FUN FACTS:

David once glued 600 pounds of Jelly Bellies for a billboard campaign—and got his first cavity. A urinal poster got him an interview at Goodby. He's worked on HP at three different agencies.

HOBBIES, ETC:

David received a BA in Graphic Design from UCLA. Hobbies include BBQ, independent film, travel, skiing, golf and piano. He is a big fan of long-form improv, and has seen one local troupe, 3 For All, over 70 times.