

# WES WHITENER

EXECUTIVE CREATIVE DIRECTOR | DIRECTOR | COPYWRITER | ART DIRECTOR

## LET'S MAKE STUFF.

There's nothing better than working with a team to create something we're all proud of. Something that makes us ask, 'is this even possible?' Something that gets real people talking, in the real world - trade pubs & press, sure, but also grandmas & neighbors. I love sharing creative strategies with clients, then having them say, 'this makes me excited to work here.' I love helping creatives grow with amazing work they can take ownership in. And if we're doing it right, we're all having fun along the way. So, let's make stuff together.

## EXPERIENCE.

### **DIRECTOR | STATE LINE FILMS** 2019 – PRESENT, ATLANTA, GA

In just a few years, I've built a reel of national brand work and returning clients, leading production teams with a collaborative on-set environment. I can take strategies and turn them into ideas, and ideas into fully-produced video content.

### **FREELANCE EXECUTIVE CREATIVE DIRECTOR** 2019 – PRESENT, VARIOUS NATIONAL AGENCIES

I've partnered with agencies to win new business, develop brand platforms and finetune strategies while inspiring creatives to bring their best work. I've been told I care way more than most freelancers.

### **INSTRUCTOR | CREATIVE CIRCUS** 2019 – PRESENT, ATLANTA, GA

I love teaching – helping the next era of creatives discover the joy of having a great idea, perfecting it, then seeing it through to completion. I've taught writing and art direction in both teams and production classes.

### **EXECUTIVE CREATIVE DIRECTOR | FITZCO** 2011 – 2019, ATLANTA, GA

I helped bring an already great shop to the next level, with fresh creative and an empowering, empathetic leadership style. My work has grown Fitzco into one of the most sought after small agencies in the US, winning multiple new accounts and expanding existing brand relationships in the process.

### **CREATIVE DIRECTOR | GSD&M** 2006-2011, AUSTIN, TX

I had the exciting opportunity to evolve historic brands like Goodyear, Southwest and AT&T with breakthrough creative, while leading a team to produce integrated campaigns across all media. I also helped found a nonprofit to fight climate change with the producer of An Inconvenient Truth.

### **SENIOR ART DIRECTOR | MCKINNEY** 2001-2006, DURHAM, NC

After a background in printing and graphic design, I launched my advertising career along with the Travelocity Gnome, developed multiple campaigns for national brands, and helped the agency land massive global accounts while simultaneously getting my photo in the Rock N' Roll Hall of Fame.

COCA-COLA  
GOODYEAR  
AT&T  
AUDI  
SOUTHWEST  
NETFLIX  
CHECKERS  
TRAVELOCITY  
FRENCH'S  
DREAMWORKS  
DELTA  
SYNOVUS  
SIX FLAGS  
LEGACY  
PERGO  
MARSHALL'S  
LL BEAN  
MCCORMICK  
QUIKRETE  
NASCAR  
ADULT SWIM  
HILTON  
VOLVO  
BLUE CROSS

## RECOGNITION.

Cannes • One Show • D&AD • Clios • Art Director's Club • Communication Arts Annual • Archive • Webby's • New York Times • Time Magazine • Creativity Interactive Ads of the Year • Entrepreneur Magazine • Effies New York Festivals • AdStars Asia • Radio Mercury Awards • London International Awards • BFA, Communication, UGA, Dean's List • And Shaq once tweeted that my ad made him cry