

Tom Rosenfield

Foote, Cone & Belding/San Francisco Senior VP, Creative Director 1998 - 2007

Janus, Doubletree, Levi's, Amazon, San Francisco Chronicle, Lucas Arts, Blue Shield

Managing over a dozen teams, over \$50 million in billings, from TV to online, including new business for a legendary ad agency

Freelance Art Director 1996 - 1998

Hewlett Packard, Sony, Macy's, Kia, Sun Microsystems

Worked on some of the best projects with the best clients in the Bay Area

Mandelbaum, Mooney, Ashley/San Francisco Creative Director 1995

Arrow Shirts, Blue Shield, Hi-Tec Hiking Boots

Created campaigns and helped manage the creative department for one of San Francisco's most creative boutique agencies

Team One/Los Angeles Associate Creative Director 1990 - 1994

Lexus, Adidas, Santa Monica Bank, Roederer Estate Champagne

Helped create the campaign for one of the most successful automotive launches in advertising history: Lexus

Deutsch/New York Art Director 1989

Samsung, Pontiac Dealers, Oneida Silverware

Honed my presentation skills with the master: Donny Deutsch

Messner, Vetere, Berger, Carey/New York Art Director 1988

Rockport, Regina Vacuums, Pergament Home Centers

Learned the business from one the best in the business: Tom Messner

Doyle Dane Bernbach/New York Junior Art Director 1985 - 1987

Volkswagen, Seagrams, GTE, IBM, Cigna Insurance

Cut my teeth as an art director with legends like Helmut Krone, Roy Grace and Gary Goldsmith

Art Center College of Design BFA Advertising 1985

UCLA BA Economics 1982

Awards

One Show, Clios, Communication Arts, Athenas, Art Directors Club of New York, Beldings (Los Angeles)