



PETER ARNDT

Creative Director - Interactive

INTERACTIVE: Extensive interactive brand advertising and direct response experience as Creative Director and Producer - 10yrs (1996 - present)

Designed, art directed and produced the original GMC Truck Web site

Developed new highly interactive online ad model (WebSpot®)

Pioneered anonymous behavioral tracking online (Beacons)

TRADITIONAL: Extensive traditional brand advertising experience as Senior Art Director and Art Director - 10yrs (1986 - 1996)

Was the sole art director responsible for all GMC and Chevy Commercial Truck advertising and catalogs

MANAGEMENT: Built interactive division at Bozell Worldwide (later FCB Worldwide) managed team of creatives, account executives and producers

Taught Interactive (concept - coding) at the College for Creative Studies 1998 - 2003

Years of direct client contact including dozens of new business presentations

Directly responsible for winning new high-profile projects from Warner Bros. Pictures and Comedy Central; major player in winning the Coleman account

Founded Point2 Interactive Advertising, Inc. in 2001

AWARD WINNING: In 2000 *Advertising Age* ranked my group 13th in the world by awards won

Won at Cannes, One Show, London International, New York Festivals, British Design and Art Direction, ANDY, AdTech, ADDY and CADDY, among others

Won Grand Prize in Gannett national outdoor advertising competition

Served as judge for One Show, New York Festivals, Nashville ADDYs and CADDYs

Quoted in *The Big Idea* and at Macromedia.com

PHILOSOPHY: I can think Big Picture and Bottom Line yet dig in and get the details handled

One should understand how technologies work to optimally direct their use (I know HTML, Flash and Director coding to name a few)

Interactive marketing must be integrated with the overall marketing campaign

Interactive marketing is a living campaign that should be monitored and modified not forged and forgotten

Interactive can be used at all levels of the purchase funnel

Technology should support the idea not dictate it

PERSON:

PETER ARNDT
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EDUCATION:

1988
CENTER FOR CREATIVE STUDIES B.F.A.

EXPERIENCE:

1986 - 1987
THE BERLINE GROUP
JR. ART DIRECTOR
DURAKON INDUSTRIES, OLGA'S, MICHIGAN NATIONAL BANK

1988 - 1993
LINTAS:CAMPBELL-EWALD
ART DIRECTOR
GEO, CHEVROLET CAR, CHEVROLET TRUCK, COKE, DIET COKE,
AC-DELCO, DELCO ELECTRONICS, DELTA FAUCET, PRINCESS
CRUISES, KELLY SERVICES, MEINEKE MUFFLER

1993 - 1996
MCCANN/SAS
SR. ART DIRECTOR & INTERACTIVE PRODUCER
GMC & CHEVY COMMERCIAL TRUCK ADVERTISING, CATALOG AND INTERACTIVE

1996 - 2001
FCB (FORMERLY CALLED BOZELL) WORLDWIDE, INC.
ASSOCIATE CREATIVE DIRECTOR - INTERACTIVE
COMEDY CENTRAL, WARNER BROS. PICTURES, COLEMAN,
LITTLE CAESARS, SHOP•VAC, JEEP, CHRYSLER, PLYMOUTH, EAGLE,
PADRON CIGARS, THE LILLIBRIDGE COLLECTION, ARMSTRONG-WHITE,
THE ST. VINCENT AND SARAH FISHER CENTER, MICHIGAN VIETNAM
MONUMENT COMMISSION, UNITED WAY COMMUNITY SERVICES

2001 - 2006
POINT2 INTERACTIVE ADVERTISING, INC.
CREATIVE DIRECTOR/DIRECTOR OF OPERATIONS
WARNER BROS. PICTURES, JEEP, CHRYSLER, ANNUWEB, KUTZ, 2 RETIRE SECURE

2006 - PRESENT
GRAPHINITY, INC.
WEB DESIGNER/DIRECTOR
QUICKEN LOANS, AAA, FATHEAD

AWARDS:

2000, 1998 CANNES CYBER LIONS
2000 ONE SHOW INTERACTIVE GOLD AND SILVER PENCILS
2002, 2000, 99, 98 ONE SHOW INTERACTIVE MERITS
2001, 2000, 99, 98 LONDON INTERNATIONAL ADVERTISING AWARDS
2000, 1999 NEW YORK FESTIVALS WORLDMEDALS
2000 BRITISH DESIGN AND ART DIRECTION
2000, 1998 ANDYS
1998 @D:TECH
1998 ADDY
2000, 99, 98, 97, 96 NUMEROUS CADDYS
1999 BEST OF INTERACTIVE CADDY

ACHIEVEMENTS:

INSTRUCTOR AT CCS (COLLEGE FOR CREATIVE STUDIES) DETROIT 1998 - 2003
1992 DETROIT GRAND PRIX POSTER DESIGN COMPETITION RUNNER-UP
JUDGE FOR 2005 & 2006 NEW YORK FESTIVALS INTERACTIVE & ALTERNATIVE MEDIA AWARDS,
2000 ONE SHOW INTERACTIVE AWARDS, 2000 NASHVILLE ADDYS & FOR CADDYS MULTIPLE YEARS
CO-FOUNDED THE BRAND INTERACTIVE TEAM AT BOZELL/FCB WORLDWIDE
ADVERTISING AGE RANKED TEAM 13TH IN THE WORLD BY AWARDS WON IN 2000
CO-FOUNDED POINT2 INTERACTIVE ADVERTISING, INC.