

**Mike Spiegel**

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**Freelance Creative Director, 10/08 – present**

Creating integrated campaigns and branded entertainment.

Brands: Puma, Continental Airlines, Dr. Pepper, Bausch & Lomb, Splenda.

Agency Clients: Syrup, BBDO, Digital Pulp, Code and Theory.

**Campfire****Creative Director, 9/07 - 10/08**

Created multi-layer branded entertainment campaigns and Web phenomena. Our campaign for Verizon FiOS, My Home 2.0, combined an original technology makeover TV show, live events, and a series of bizarre how-to Web videos. I led a creative team and wrote and co-directed DIYs by the show's "techno-guru" hosts, including a Twittering Teddy Bear and Ryan Howard's Hack-a-Bat. The campaign generated over 300 blog articles and outperformed all sales targets.

**R/GA****Creative Director, ACD and Senior Copywriter, 8/03 – 9/07**

Directed a team of copywriters across seven Nike websites, and created interactive campaigns for NikeWomen, NikeRunning, NikePlus, and NikeFootball. I helped redefine the NikeWomen brand for a younger audience, with such Web breakthroughs as the Nike Rockstar Workout featuring Rihanna (the first interactive music video), and the Nike Field Reporter campaign. Other branded entertainment and interactive clients: Verizon, Purina, Bank of America.

**Grey E-Marketing****Copywriter, 2002 - 2003**

Developed TV spots for Showtime and interactive campaigns for Cheap Tickets. Results: record levels of site traffic, bookings and transactions.

**Freelance Copywriter, 1997 - 2001**

Clients: Adidas, Citibank, Hewlett-Packard, Kinko's, Levi's.

**Digital Pulp, New York****Senior Copywriter 1998 – 2000**

Clients: DoubleClick, techies.com, Adidas, 1800flowers.com, Citibank.

**Duncan/Channon, San Rafael, CA****Copywriter 1994 – 1997**

Clients: Electronic Arts, Wells Fargo, PG&E, Discovery Channel.

**Terra Pax, San Francisco****Copywriter / Media Director 1993 – 1994**

Developed creative strategy and media plan for start-up eco-backpack company. Campaign resulted in over 100 media stories and company's expansion to 150 dealers nationwide.

**Awards**

5 One Show (3 Golds, 1 Silver, 1 Bronze)

2 Clios

3 Cannes Lions (2 Gold, 1 Bronze)

3 Webbys

1 International Andys

3 ADDYs

1 Horizon Interactive

1 New York Festival

1 Creativity Awards

1 Adweek Buzz Award

3 MIXX Awards

(Complete list available)

**Education**

University of California, Berkeley, B.A. Mass Communications\

Languages: Spanish