

Jeff Vermeersch



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Summary

I'm an advertising Creative Director with a background in Technology.

Don't get me wrong though, I'm a good writer, decent art director and solid manager too.

I make ads for a living, but problem solving is what I'm good at.

And I make video games for fun.

Experience



VP, Creative Director

MullenLowe U.S.

Aug 2016 - Present (4 years 6 months +)

Lead several large clients across both the New York and Boston offices.

Managed a large group of great creatives working on a wide variety of work across all channels.

Clients include E*TRADE, Navy Federal Credit Union, Banner Health and Harley-Davidson.



CPO

Digital Pizzazz

Dec 2014 - Present (6 years 2 months +)

Built multiple games as a one man development team. Everything from code to art to writing.



Director of Creative Technology

Tribal Worldwide

Sep 2014 - Jul 2016 (1 year 11 months)

Worked with the design, creative, UX and strategy teams to guide the creative product toward winning Digital Agency of the Year.



Creative Technology Director

Zulu Alpha Kilo Inc.

Sep 2013 - Aug 2014 (1 year)

Built the Webby Award winning Kringl: The Proof of Santa App with a great group of people



Director, Creative Technology

Proximity Canada

Mar 2009 - Sep 2013 (4 years 7 months)

Bridged the gap between creative and technology.

Worked with several creative teams to make their work into award winning campaigns.



Director, Creative Technology

BBDO

Mar 2009 - Sep 2013 (4 years 7 months)

After some time with Proximity, my role expanded to include BBDO as well



Group Head of Interactive

TAXI

Dec 2006 - Mar 2009 (2 years 4 months)

Moving to Taxi was my first glimpse at how a traditional agency works. I helped build an interactive team that worked closely with the traditional and design teams to create idea driven interactive projects.

Education



Seneca College

Digital Media Technical Production, Digital Media

1999 - 2000

Honors & Awards



Cannes Lions x 3 - Cannes Lions International Festival of Creativity

M&M's Find Red x 3



ADCC Gold x 4 - The Advertising & Design Club of Canada

M&M's Find Red x 2

Aviva Insurance

Skittles Millionaire



Webbys x 3 - The Webbys

2014 - Winner - Augmented Reality - Kringle

2012 - People's Voice - Web Food & Beverage - Doritos The End

2011 - People's Voice - Interactive Advertising - Game or App - M&M's Find Red



FWA Site of the Day x 6 - FWA

unpluggedtv.com

rush.com

vermeersch.ca

equation.laptop.org

writetheend.ca

createtherainbow.ca



FWA Mobile of The Day - FWA

kringlapp.com



ADCC Scarlet Letter x 2 - The Advertising & Design Club of Canada

Proximity (2011)

BBDO (2012)



Agency Of The Year x 3 - Strategy Magazine

TAXI (2008)

BBDO (2011)

TRIBAL DDB (2015) - DIGITAL



FITC x 2 - FITC

Best Canadian Developer

Best Canadian Studio



Clio - Clios

Silver Clio - E*TRADE



Effie - Effies

Gold Effie - E*TRADE