



84 Hill Street, San Francisco 94110

415-205-0773

craig@sodapopcan.com

EXPERIENCE

Associate Creative Director

January 2011 – present

Charles Schwab

San Francisco

Clients: in-house creative department for an enterprise level financial services firm

Creative Director

January 2010 – January 2011

Prosper, Inc.

San Francisco

Clients: in-house creative department for a micro-lending startup company

Freelance Art Director

September 2008 – December 2009

Publicis Modem, Grey, Doremus, Charles Schwab

San Francisco

Clients: Adobe, Electronic Arts, PayPal, Charles Schwab

Senior Art Director

November 2006 – August 2008

Gyro International

San Francisco

Clients: Hewlett-Packard, The New York Times, McAfee, Leapfrog

Senior Art Director

December 2004 – November 2006

McCann Worldgroup

San Francisco

Clients: Microsoft, Bank on San Francisco

Freelance Art Director

March 2002 – November 2004

kirshenbaum bond + partners, Attik, BBDO

San Francisco

Clients: Microsoft, Barnes & Noble, BBC America, SCION, PlanetOut

Art Director

May 2001 – March 2002

AGENCY.COM

London

Clients: British Airways, Cable & Wireless, Genie Mobile

Art Director

December 1996 – April 2001

AGENCY.COM

New York City

Clients: Disney, Sprint, Doubleday, Discovery Channel



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SKILLS

- Art & Creative Direction
 - Creative Process
 - Photo and video shoots
 - Design and animation applications
 - Web development
 - Responsive Design
 - Integrated Campaigns
 - Audio recording
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AWARDS

- ADDY Award, Greater SF Ad Club
 - Charles Schwab Marketing and Business Excellence Award
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EDUCATION

School of Visual Arts

Graphic design, continuing education coursework
New York City

Wake Forest University

B.A. Sociology, with honors, cum laude
Winston-Salem, NC

PORTFOLIO

Sodapopcan.com/portfolio