

RICHARD FEIFER

Creative Director

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Portfolio <https://tinyurl.com/feifer>

PROFILE

Creative leader with 25+ years building and directing creative teams at major agencies for brands including Bank of America, Sony, Toyota, Charles Schwab, Nestlé, Mattel, M&M'S, and Campbell's. Leads teams of up to 25 designers, writers, and animators across the U.S., UK, and Romania while staying close to the day-to-day creative work. Specialist in email, CRM, and digital marketing for financial services and consumer brands. Creative work I have led has been recognized by Cannes Cyber Lions, the Addys, and the Hermes Creative Awards, among others.

CORE SKILLS

Creative Direction · Concept Development · Art Direction & Copy Oversight · Team Leadership & Mentoring · Global / Distributed Teams · Creative Process Development · Client Presentations · Email & CRM Marketing · Digital Campaigns · Social, Web & Microsites · Motion & Animation · Financial Services · CPG & Retail Promotions · Generative AI Tools for Concepting & Production

PROFESSIONAL EXPERIENCE

Bank of America ECS Internal Agency / Team People | *Creative Director* 2024 – Present

Lead a team of art directors and copywriters producing day-to-day creative across three lines of business:

- ATM Network: Own day-to-day creative marketing for the Bank of America ATM network. Helped transition the business from an outside agency to the internal agency, developed creative guidelines, and trained the internal staff.
- Merrill Consumer Investments Email: Direct creative for emails that engage Bank of America customers to open new accounts or deepen their relationship with Merrill and Bank of America.
- Financial Center Digital Screens: Direct creative for digital ads on financial center screens supporting partnership marketing, including the Boston Marathon and FIFA World Cup.
- Generative AI: Partner with leadership to develop standardized guidelines and prompts for using Generative AI in production, and train the team on the approved workflows.

Harte Hanks | *Creative Director* 2015 – 2023

Managed a creative staff of 25 designers, writers, animators, and proofreaders producing direct-to-consumer creative for brands including Bank of America and Sony.

- Assembled and led an international team spanning the U.S., UK, and Romania to deliver creative efficiently for large client engagements.
- Developed and refined the creative process to improve collaboration and efficiency across the team.
- Served as creative client liaison, presenting creative for \$10M+ accounts.
- Recruited, mentored, and developed creative talent.
- Became the go-to subject matter expert in email marketing and financial services communications.

RAPP | *Creative Director* 2009 – 2015

- Led a creative team on digital marketing initiatives for Toyota, Bank of America, Schwab, Nestlé, and Mattel.
- Delivered social, email, websites, ad banners, apps, and promotional microsites.
- Developed a specialization in retail promotions sold into Target, Walmart, and Toys R Us.

G2 | *Creative Director* 2000 – 2008

- Managed a creative team of 25 designers, Flash animators, writers, and illustrators, plus outside vendors.
- Developed digital marketing solutions (websites, ad units, viral campaigns, and CRM programs) for CPG clients including M&M'S, Skittles, 3 Musketeers, Milky Way, Campbell's Soup, Chunky Soup, V8, and Pepperidge Farm.

Earlier Experience

- ROXY, Inc., Creative Services Manager: Created the web presence and branding for an early-stage consumer electronics e-commerce site.
- WebFeat, Web Design Lead: Founding member of a start-up developing original video content for online distribution.
- RideFilm, Inc., Technical Director: Recruited out of college to develop a 3-D computer visualization process for a film-based attraction at the Luxor Hotel in Las Vegas.

AWARDS & RECOGNITION

Creative work I have led has been recognized by the Cannes Cyber Lions, Financial Communications Society, American Digital Design Awards, Los Angeles Addy Awards, Web Marketing Association (Internet Advertising Competition), Adtech Awards, PMA Reggie Awards, Hermes Creative Awards, and the Web Awards.

EDUCATION

Harvard University, Graduate School of Design, Cambridge, MA | Master's in Design
University of California, Berkeley | Bachelor's in Design

LEADERSHIP & COMMUNITY

- NXT-GEN Fellowship for Moral Leadership (2021): Selected by management for an accelerator for organizational leaders.
- Tech for Campaigns (2020): Volunteer email campaign manager for a state senate candidate.
- New York Cares (2005 – 2008): Taught computer skills for schoolwork to middle school students in Harlem.