

Jeff Vermeersch

Originally from Canada, now working in advertising in the USA. Jeff is a Creative Director Writer with a background in Technology. He makes advertising for a living and makes video games for fun.

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EXPERIENCE

MullenLowe, Boston — *VP, Creative Director*

AUGUST 2016 - JANUARY 2021

Launched the DON'T GET MAD GET E*TRADE campaign which yielded a record number of new account sign ups and a Gold Effie in the financial category.

Managed several teams across multiple offices.

Tribal Worldwide, Toronto — *Director of Creative Technology*

SEPTEMBER 2014 - JULY 2016

Merged creative technology fully into creative and won Digital Agency of the Year.

Zulu Alpha Kilo, Toronto — *Creative Technology Director*

SEPTEMBER 2013 - AUGUST 2014

Built the Webby Award winning Kringl: The Proof of Santa Video App.

BBDO, Toronto — *Director, Creative Technology*

MARCH 2009 - SEPTEMBER 2013

Established the creative technology practice at BBDO and Proximity Canada. Created multiple creative award-winning campaigns.

EDUCATION

Seneca College, Toronto — *Digital Media Technical Production*

SEPTEMBER 1999 - DECEMBER 2000

Learned the ins and outs of the creative advertising industry. Including concepting, strategy, development, design, art direction and copywriting.

SKILLS

Creative Direction
Technology
Copywriting
Mentoring
Digital Marketing
Creative Strategy
People Management
Concept Development
Brand Development
Adobe Creative Suite

AWARDS

Cannes Lions
Webbys
One Show
FITC Developer of the Year
Effie Awards
Clios
FWAs

