



# HUGH FLANIGAN RESUME

## PROFESSIONAL EXPERIENCE

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### Creative Consultant | 2008-Present

CVS – Created POP collateral for in-store pharmaceutical promotions.  
Cybex – Designed materials to educate prospects on the unique features of their products.  
Cynthia Steffe – Created brand identity, mobile and print concepts for this upscale clothing line.  
epic – Launched this global consulting group that specializes in green initiatives.  
Essex Street Inn – Created B2B awareness campaign, work included e-mail and DM.  
Meghan Beaudry – Developed identity and designed music CD packaging.  
New England Conservatory – Designed exhibit used to recruit musicians to NEC.  
TCA – Created materials to encourage Turkish Americans to join the coalition.  
Woodwards Resort – Developed and created their ski & stay promotion.

## CLIENT EXPERIENCE

Amgen  
AOL  
AT&T  
Audible  
Disney/Walden  
Fidelity  
Gannett  
Gartner  
Harcourt  
Hasbro  
Hewlett Packard  
Horchow  
H&R Block  
IDG  
Johnson & Johnson  
Marriott  
Neiman Marcus  
Nestlé  
Norwegian Cruise Lines  
Olympus  
Smart Car  
Sprint  
TJX

### Captivate Network (Gannett/USA Today) | Creative Director | 2007-2008

Developed mobile and social initiatives that enabled real-time feedback from viewers.  
Created Branded Sponsorships to sync client ads with relevant content.  
Implemented a text message campaign to drive response thru digital OOH channel.  
Developed a new website to include up to minute editorial leveraged from the Network.  
Redesigned layout of the Network screens to better utilize broadcast campaigns.

### e for all Expo (IDG) | Creative Consultant | 2007

Launched e for all Expo – a global gaming and networking event produced by IDG.  
Work Included – positioning, logo, tag line, website, sales kit, collateral, interactive kiosks, and experiential marketing.

### Together Rx Access (Johnson & Johnson) | Creative Consultant | 2006

Developed the Together Rx Access website, launched by a coalition of 19 pharmaceutical companies. Launch was integrated with DR TV, DM, POP, OOH, facebook and collateral.  
Website doubled enrollment and tripled page views.

### H&R Block (Mullen) | Creative Consultant | 2005-2006

Created the online ad component of an integrated campaign to re-launch H&R Block TaxCut. This campaign resulted in a sales increase of 33%, reversing a 12% decline.



## RESUME CONTINUED

### TJX | Interactive Creative Director | 2004-2005

Collaborated with TJX management team to test viability of e-commerce websites for TJMaxx and HomeGoods. Built and managed internal team from 3 to 34. Launched both e-commerce sites in 6 weeks. Within four Months, TJMaxx.com reached revenues of \$100,000/day—equivalent to the largest TJMaxx retail store. Developed websites to support other TJX brands—Marshalls, Bob's, Bob's Teen, TJMaxx Teen, and AJ Wright. Many with proprietary content, games, and UGC.

### Walden Media (Disney) | Creative Consultant | 2003

Conducted an extensive UX exercise that incorporated the three entities of Walden Media—education, entertainment and corporate. Developed a site map that clearly showcased interaction and support between each entity.

### Repechage | Creative Consultant | 2002

Created multiple advertising campaigns to elevate brand awareness and the attributes of a seaweed-based skin care line. Designed product packaging and spa interior elements.

### Digitas | VP, Creative Director | 1999-2001

Creative leader on accounts worth more than \$20 million. Hired, mentored and managed staff of writers, designers, UX, content editors, producers and programmers. Directed 3 launches for AT&T. Launches encompassed web, advertising, DM, DVD, e-mail, packaging, tutorial, customer support, sign-up, demos, traveling road show and interactive kiosks. Developed the prototype for an e-commerce website for specialty retailer, Horchow. Launched online college degree site for Harcourt.

### Thunderhouse | Creative Director | 1998 -1999

Spearheaded creative efforts for Olympus, Nestlé and Hasbro. Managed team of writers, producers and designers.

### AOL | Associate Creative Director | 1992-1998

Partnered at high levels with AOL management to help grow AOL from 2.6 million members to over 14 million members, moving AOL from an ISP to a global media entity. Developed strategy, brand, design and interface for online and offline initiatives supporting three divisions of AOL. Creative work included interactive TV, kiosks, collateral, videos, AOL channels, websites, logos, and print advertising. Special projects included interactive TV interface in Amsterdam and kiosk for Smart Car in Milan.

#### CREATIVE PROFICIENCIES

- Advertising
- Branding
- Collateral
- Concept
- DM
- Event
- Identity
- Interactive
- Logo
- Mobile
- Packaging
- Print
- Social
- Strategy
- UX
- Web