

# PONTARELLI

---

## THE BLURB

I fully get off on ideas with superbly-crafted execution. I've become skilled at bringing together hybrid groups of creative people from all disciplines and partner agencies to create and produce inventive, fully-integrated, social, experiential film and print ideas to make brands more meaningful. I also still just have a passion for writing - dialogue, humor, great human moments that make people feel something and remember.

## BBDO 2012-2017

### EXECUTIVE VICE PRESIDENT – EXECUTIVE CREATIVE DIRECTOR

Global Multi-Agency Creative Lead on Lay's Potato Chips for PepsiCo

Global Multi-Agency Creative Lead on Aleve for Bayer

Alka Seltzer, Alka Seltzer Plus, Bayer Aspirin, One A Day/Flintstone's, Citracal

## LEO BURNETT 1991-2011

### EXECUTIVE VICE PRESIDENT – EXECUTIVE CREATIVE DIRECTOR

Oversaw a group containing: Hallmark, Allstate, P&G Secret, P&G Always,

Delta Airlines, Disney, Western Union, Petsmart

With extensive work on: McDonald's, United Airlines, Kellogg's, Sony, Toys R Us, Poloroid

## AWARDS

An Emmy, 10 Lions, 8 Clios, several Effies, many Hugos a smattering of Beanies and Webbies and numerous local shows.

## EDUCATION

UNIVERSITY OF COLORADO, LOYOLA UNIVERSITY OF ROME

175 NORTH ADA STREET CHICAGO 60607 847.404.5068 [timpontarelli@gmail.com](mailto:timpontarelli@gmail.com)