



# WIL BOUDREAU

EXECUTIVE CREATIVE  
DIRECTOR/WRITER

## PROFILE

Hi, I'm Wil, a particularly experienced and charismatic creative leader. I've won every major creative award, and yet I've managed to remain a decent human. I'm an expert at building modern creative departments. I'm an early digital tech pioneer. I also excel at new business, C Suite presentation and collaboration with clients at all levels. I recently launched the podcast The Many Meanderings of the First Gen X Man, to rave reviews, some of which aren't even from my friends.

## CONTACT DETAILS

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## SKILLS AND ABILITIES

- I'm an expert at building modern creative departments.
- I'm adept strategy and figuring out the DNA of a brand.
- I'm a passionate brand storyteller.
- I'm an early adopter of digital tech including award-winning snackable video, chat bots and innovative experiential work.
- I'm very good at pitching new business.
- I have the charisma to command the room.
- I also know when to shut up and listen.
- I excel in the C Suite.
- I'm skilled at attracting and retaining talent.
- I'm a podcaster extraordinaire

## AWARDS

Cannes Lions  
One Show  
Mashies "Best In Show"  
London International  
Effies  
Addies  
D&AD  
Communication Arts  
Art Directors Club NY  
Radio Mercury Awards

## EMPLOYMENT HISTORY

### Founder/Chief Creative Officer

Boudreau Advertising Sept 2019 - Present

Founded this virtual agency that consults with clients on creative marketing needs big and small.

Current clients include Novant Health, the second largest healthcare system in North Carolina.

Relaunched the brand in the post Covid world with the rousing Anthem Film "Back To Life" featuring the 90's jam by Soul II Soul.

### Executive Creative Director

The & Partnership NY Sept 2016- August 2019

Built and ran what was virtually a start-up creative department, totally reimagining it into a modern, nimble group of creative makers, predators, and production hybrids.

Repositioned the Wall Street Journal to be less "Male, Pale and Yale" with our "Good Things Come To Those Who Don't Wait" campaign, credited with attracting record numbers of young and particularly female readers.

Created "Freight Farm" a first of its kind urban farm experiential event for WSJ Future Of Everything Festival.

Filmed long form documentary "Inside Opinion" featuring WSJ Opinion Journalists from Alaska to Washington DC.

Pioneered industry-first FaceBook chat bot for Chico's that fought ageism by encouraging women to share "How Bold" they were on their profile pic.

Launched Encore Boston Harbor with star-studded brand film "Elevator".

Doubled office size, pitching and winning Wynn Resorts, Chico's, Captain D's Seafood, Giant Eagle Supermarkets, Marcum Financial and Hasbro board games.

## PERSONAL

-I grew up at BBDO NY, rising from Copywriter to Executive Creative Director.

-The ride was as exhilarating as it was rewarding. I worked alongside best-in-class people across every discipline. It was literally the best training any creative could ever dream to be offered.

## OTHER INTERESTS

-Creator/Writer/Host of "The Many Meanderings of The First Gen X Man" Podcast.

-Husband to Alisson and Dad to Oscar, Mack, Chase and Declan

-Big Green Egg BBQ Master

## ACADEMIC PROFILE

### Boston College

BA English Literature

- Lead BC's Comedy Improv Troupe "My Mother's Fleabag"
- Interned as copywriter at Boston agency Chalfin Kostopolous

## Chief Creative Officer

BBDO Atlanta Nov 2013 - July 2016

Ran the 60 person creative department and transformed it into a state-of-the art group of diverse creative thinkers and content creators recruiting a potent combination of local and international talent.

Created first-ever Super Bowl work for Carnival Corporation featuring featuring the unmistakable voice of President John F Kennedy.

Re-launched ING as Voya Financial and created the long running origami money character campaign.

Launched disruptive, category-busting work for Novant Health.

Helped save the bees with integrated "Feed A Bee" program.

Fought human trafficking with provocative "Unmasked" work for Street Grace a national anti- trafficking organization.

Pitched and won Carnival Corporation, Norwegian Cruise Line, ToysRus, Novant Health and Sanderson Farms Chicken, doubling the billings for the agency.

## Executive Creative Director

BBDO New York - January 2000 - October 2013

Ran creative for more than a dozen iconic brands including:

Lowe's Home Improvement, Arby's, Pizza Hut, Snickers, E\*Trade, NYSE, Splenda, Guinness, Red Stripe, Campbell's Soup, U.S. Navy, AOL and New York State Tourism.

Created the ground breaking Lowe's "Fix in Six" Vine video series, which won every major creative award including a Cyber Lion.

Pitched and won the Arby's account with "Arby's, It's Good Mood Food." which integrated from TV, to digital events, all the way down to the french fry cups. The year it ran they enjoyed twelve straight months of same store sales increases, their first positive momentum in years.

Ran the Pizza Hut business for some time, launching pasta for Pizza Hut with a series of hidden camera spots, most memorably one that fooled native Romans into loving Pizza Hut Lasagna. That campaign won multiple awards including an Effie.

My work on Snickers was recognized by several industry award shows including London International, Communication Arts and Cannes. Launch work for Snickers Cruncher and Snickers Marathon both won Effies.