

**BILL STONE**  
**CREATIVE DIRECTOR**

20 COUNTRY OAKS DRIVE, BARRINGTON HILLS, ILLINOIS 60010  
[WWW.BILLSTONECD.COM](http://WWW.BILLSTONECD.COM) 847-727-2724 [INFO@BILLSTONESTUDIO.COM](mailto:INFO@BILLSTONESTUDIO.COM)

2009-PRESENT **CREATIVE DIRECTOR/FREELANCE**

2002-2008 **LEO BURNETT USA**  
**SENIOR VICE PRESIDENT**  
**EXECUTIVE CREATIVE DIRECTOR**

- EXECUTIVE CREATIVE DIRECTOR FOR NINTENDO.
- 2008 GRAND EFFIE WINNER.  
MANAGED INTRODUCTIONS OF NINTENDO WII (PRODUCT OF THE YEAR - 2007), NINTENDO DS, GAMEBOY ADVANCE SP AND NINTENDO GAMECUBE
- SUPERVISED 35-40 NATIONAL TV SPOTS PER YEAR PLUS ONLINE, PRINT, OUTDOOR AND RADIO.
- TRAINED INTERNS IN CREATIVE DEVELOPMENT, PRESENTATION AND PRODUCTION
- DEVELOPED CAMPAIGNS FOR DISNEY, ALLSTATE, MCDONALD'S, US ARMY AND NEW BUSINESS

1999-2001 **LEO BURNETT PRAGUE**  
**SENIOR VICE PRESIDENT**  
**AGENCY CREATIVE DIRECTOR**

- MANAGED 30+ EMPLOYEE CREATIVE DEPARTMENT. 1999 AND 2000 AGENCY OF THE YEAR IN PRAGUE. 1999 AND 2000 MOST CREATIVE AGENCY IN EASTERN EUROPE
- SUPERVISED CREATIVE PRODUCTION INTERNATIONALLY
- NEW BUSINESS WINS: PILSNER URQUEL, WORLD ON-LINE, HODSPADARSKE NOVINY NEWSPAPER, CV ONLINE
- CREATED IN-HOUSE DESIGN DEPARTMENT
- DEVELOPED TEAMWORK AND PRESENTATION SKILLS
- SUCCESSFULLY INTRODUCED MIAMI AD SCHOOL INTERNSHIP PROGRAM
- WON NUMEROUS NATIONAL AND INTERNATIONAL AWARDS INCLUDING THE GOLDEN DRUM FESTIVAL, LONDON INTERNATIONAL ADVERTISING AWARDS, TELLYS

1984-1999

**LEO BURNETT USA**  
**ART DIRECTOR / ACD**  
**CREATIVE DIRECTOR**

- CREATED NATIONAL CAMPAIGNS FOR MCDONALD'S, MILLER LITE, KELLOGG'S, TROPICANA, GREEN GIANT, PILLSBURY & NINTENDO
- NEW BUSINESS WINS: AMERITECH, MCDONALD'S, REEBOK, NINTENDO
- AWARDS INCLUDE CANNES GOLD LION, CANNES SILVER LION, LONDON INTERNATIONAL ADVERTISING AWARDS, GOLD EFFIE, SILVER EFFIE, BRONZE CLIO
- FILM DIRECTOR FOR MANY CLIENTS INCLUDING MCDONALD'S, NINTENDO, VITANA
- DIRECTED SHORT FILM "BLACK AND WHITE" WINNER OF THE PAUL ROBESON AWARD

CLIENT LIST

NINTENDO	UNITED AIRLINES
MCDONALD'S	U.S. ARMY
MILLER LITE	DISNEY
REEBOK	PILSNER URQUEL
KELLOGG'S	RADEGAST BEER
P&G	NADACE BONE-MARROW-
HEINZ	TRANSPLANT
PILLSBURY	TELECOM
GREEN GIANT	KOOPERATIVA INSURANCE
7-UP	NEDELNI NOVINY NEWSPAPER
TROPICANA	BONGRAIN CHEESE
KRAFT	KRUPETTO CHIPS
AMERITECH	MULTISERVIS CREDIT
SAMSONITE	NETCENTRUM
OLDSMOBILE	CMSS MORTGAGE
MORGAN STANLEY	GE CAPITAL BANK
ALLSTATE	EUROTEL
PHILIP MORRIS	VITANA SOUP
COCA-COLA	

**VESPER GEORGE SCHOOL OF ART**  
**BOSTON, MASSACHUSETTS**  
**COMMERCIAL ART & DESIGN**

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