

DAVE ROGAN

CREATIVE DIRECTOR

ART DIRECTION • COPYWRITING • CONCEPTING AND STRATEGY

CONTACT

Check out my work:
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For the past two decades, at various organizations, I've been responsible for shaping the creative strategy, tone and content for some of the most visible (and a few not-so visible) brands in the world, across various media. As a hands-on art directing and copywriting Creative Director, my teams and I have developed award-winning work for brands such as Vraylar, Lagevrio, Ubrelvy, Tarpeyo, Verquvo, 2K Games, 2K Sports, MTV, Nivea, Sony Professional, W Hotels, Korg, Marshall, and more.

FCBCURE, Parsippany, NJ

SVP, Group Creative Director

(1 year/current)

Creative leader across eight brands (≈ \$23 million annual billings). Responsible for all creative output among several award-winning creative teams with an emphasis on “big idea” campaign integration and omnichannel communications. Clients include: Lagevrio, Verquvo, Zeposia, Tafinlar-Mekinist, Xofigo, Prevymis, Concizumab, and others.



Concizumab



Verquvo



Lagevrio

CDM NEW YORK, New York, NY

SVP, Associate Creative Director

(5 years)

Responsible for shaping the creative direction, tone and content for multiple brands including: Vraylar, Ubrelvy, Chantix, Nefecon/Tarpeyo, Synthroid, Repatha, Nuplazid, Abbott and more. Received CDMNY's “Rookie of the Year” award (best new hire), and the SSCG award for being the CDMNY employee who most reflects the agency values.



Abbott



Ubrelvy



Nefecon

NUTMEG CREATIVE, New York, NY

Creative Director

(5 years)

Drove all elements of the creative process for a new hybrid division of the company that acted as a content and broadcast development partner for media properties and networks, advertising agencies, and branded products. The division became a “go-to” resource for dozens of clients and agencies, with a heavy emphasis in the pharmaceutical, health and wellness categories while winning awards such as the PromaxBDA (multiple), Telly Award (multiple), Davey Award, and an IAC (Internet Advertising Competition) Award.



Doritos/Frito-Lay



Toy Rush/Tilting Point



Insmed

RDA INTERNATIONAL, New York, NY

Creative Director

(9 years)

Clients included 2K Sports, 2K Games, MTV (Rock Band videogames), Sony, Nivea, Nivea for Men, W Hotels (W Vegas), Eucerin, Citi Habitats, riiflex, iHome, and others.

- Created and managed the marketing launches of more than fifty videogame properties representing more than \$2,000,000,000 in global sales.



The Beatles: Rock Band/MTV Games



MLB2K/2K Sports



Rock Band for Wii/MTV Games

FRIEDMAN, ELLIS, NIELSEN & ROGAN, Hauppauge, NY

Creative Director

(11 years)

Agency principal partner and senior creative executive, responsible for the creation and management of all creative work on behalf of dozens of clients including: Korg (keyboards, synthesizers and workstations), Marshall (guitar amplifiers and effects pedals), Parker Guitars, Olde Brooklyn Sodas, Blue Point Brewing, Heidelberg CPS (consumer flatbed digital scanners and color management software), Galluccio Estate Vineyards, Argent Vodka, Vox Amplifiers, and more.

- Helped turn the former Friedman, Harris & Partners into an award-winning \$14 million agency with an international client base.
- Named agency partner at the age of 27 after pitching, and winning, the Korg, Marshall, Parker, Vox and Heidelberg CPS accounts in the same year, effectively doubling the agency's annual billings.
- Built, managed and mentored a creative department staff of eight.



Argent Vodka



Olde Brooklyn Sodas



Korg USA

SANNA, MATTSON, MACLEOD, Smithtown, NY

Creative Director

(3 years)

Responsible for the creation and management of all creative work on behalf of multiple clients including: Traveler's Insurance, Suffolk County First Responders and Emergency Services, Royal Products, Bystronics Laser Cutting Systems, WSHU Public Radio, and more.

- Helped agency win inclusion in Crain's Magazine's Annual “Top 50 Business-to-Business Agencies” each year for three straight years.



Suffolk County Fire & Rescue



Royal Products



Albrecht

EDUCATION

SYRACUSE UNIVERSITY, Syracuse, NY (1987-1991)

Bachelor of Fine Arts (BFA) Degree

Major: Advertising Design (four year academic scholarship)

ODDS, ENDS, AND PERSONAL STUFF

Over the course of my career, I've prided myself on both the quality of the work I've done, and the reputation I've earned in the industry among my peers, employers and clients. I've won a bunch of awards that nobody cares much about—and a few that some people actually do care about. Of these, the Senet-Muse MI6 (electronic entertainment industry) “Judge's Award” for Best in Show (for 2K Games) ranks as my sentimental favorite, although I'm also proud of my recent (2022) Creative Floor double award-winning campaign for Tarpeyo/Calliditas.

Linked in REFERENCES

“Dave Rogan is a very good thinker, a very good doer, a very good leader, and a very good guy. He is a fount of ideas—fast and prolific. He is a tireless maker of pieces, often sending work out at very odd hours of the morning. He is a compassionate leader, more than once reaching out pro-actively to someone he thought was unhappy or struggling a bit. And he may be the most altogether decent person I know..”

Andy Bohjalian
VP, Associate Creative Director, CDMNY

“[Dave] has an embarrassing amount of talent when it comes to the craft of art direction AND copy. He is an all-around killer creative with a keen eye for beautiful design, big ideas, and exceptional writing.”

John Hastings
VP, Group Creative Director, Klick

“I've worked with many great Creative Directors over the years. But Dave is legendary. He is extremely positive and charming, and lights up any room he walks into. You can feel the excitement from the team when he jumps into a brainstorm, because they know he's going to come up with something amazing and guide their ideas to greatness.”

Ben Delfin
VP, Associate Creative Director, Area 23

“...not only immensely talented, but he is one of those rare individuals who can actually do it all: sharpest Copywriter, motivating Creative Director, critical and pointed Art Director, and passionate and effective client-facing presenter.”

Pauline Oudin
Managing Partner, Gradient

“Dave is one of the most passionate, creative, and responsible Creative Directors I have worked with. An inspiring creative leader for the entire agency.”

Robyn McRae
Digital Strategist, IBM

“...truly one of those creatives you strive to be, are constantly inspired by, and have the utmost respect for.”

Noel Tabora
SVP, Group Creative Director, BCW

“...disciplined, results-driven and hard-wired to get things done; he's an outstanding mentor for junior colleagues of all disciplines; and the quality of his work is consistently superior.”

Laura McDaniel
GVP Marketing and Consumer Strategy, SapientRazorfish

“...the secret is his magnetic, genuine, and selfless nature mixed with refreshingly little formality. He is a north star, a mentor, and a calming presence.”

Avi Sinoff
Associate Creative Director, FCB Health

“...by far one of the most creative individuals that I have had the pleasure of working with in an advertising agency. Friendly, funny, outgoing and always the one with the best idea at the table.”

Joshua Borden
Creative Director, RDA International

“...it's rare that you get the chance to work with a creative director so inspired, talented and fully immersed in a client's business. Dave's innate understanding of clients' objectives and business goals made his creative solutions nearly sell themselves. His work always over delivered, and his admirable demand for perfection in execution was unwavering.”

Jennifer Murphy
Account Director, RDA International

“Creative thinking is in his blood. He finesses concepts and thoughts in such a way that you always leave smiling, knowing that you have winning work on hand. His talents as a writer and Creative Director are evident, but it's much more that makes him such an essential part—it's how he pulls the team and the work together magically time and again, gaining the clients' and team members' trust naturally.”

Alana Weibull
Account Director, RDA International

“I've rarely seen such a champion of creative energy. When Dave leads a brainstorm, his enthusiasm is electric and gets everyone in the room spinning ideas beyond their own expectations. The next thing you know, everyone owns this big idea together. He's exactly what every creative director should be.”

Kate Addicott
Senior Copywriter, RDA International

“Dave was the creative heart of RDA. I've never seen anyone since who could pump out brilliant, creative copy with his speed and consistency.”

Merritt Gurley
Copywriter, RDA International

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