

## **GRANT L. TENNISON**

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### **EXPERIENCE:**

#### **MARKETING CONSULTANT & CREATIVE PROBLEM SOLVER, Chicago IL 7/2018 – PRESENT**

Executive level consultant, writer and creative director. Award-winning track record creating and managing fully-integrated marketing programs. Experienced transmedia storyteller fluent across multiple channels and platforms including film, print, radio, outdoor, shopper, digital, social content creation, PR and visual merchandising.

#### **ENERGY BBDO, Chicago, IL 6/2007 – 7/2018**

SVP, GROUP CREATIVE DIRECTOR

BRANDS: Ziploc Storage Products, OFF! Bug Repellent, Aleve Pain Reliever, Pearle Vision, Illinois Lottery, On-The-Border Restaurants, Romano's Macaroni Grill, One-A-Day Multivitamins, Wrigley Orbit New Products.

Social practice lead specializing in global content creation for multiple platforms. Integrated creative lead for Ziploc North America, OFF! North America and Pearle Vision, including multi-agency oversight (e.g., shopper, digital, social, visual merchandising, etc.). Previously creative lead for Illinois Lottery, Aleve Pain Reliever, On-The-Border Restaurants and Romano's Macaroni Grill. Spearheaded multiple new business pitches including two-time win for Illinois Lottery.

#### **FREELANCE CREATIVE, Chicago, IL 5/2006 – 7/2007**

Freelance writer on variety of projects. Clients include FCB Worldwide, TwoXFour Advertising, Rain Communications, Spank Music and others.

#### **DDB WORLDWIDE, Chicago, IL 10/2000 – 5/2006**

ASSOCIATE CREATIVE DIRECTOR/WRITER

CLIENTS: Dell Computer, McDonald's, Pep Boys, Ad Council, JC Penney, Anheuser-Busch and others. Responsible for management of Dell Small and Medium Business division from 2002–2004.

#### **EURO RSCG TATHAM, Chicago, IL 7/96 – 9/2000**

CREATIVE DIRECTOR/WRITER

CLIENTS: Dean Foods, Ralston Purina, Old Spice, Red Lobster, Wacky Mac Pasta, No Yolks Noodles, Vidal Sassoon and more. Responsible for day-to-day management/creative vision for Clearasil brand. Represented Agency in five new business pitches.

#### **FREELANCE CREATIVE, Chicago, IL 11/91 – 7/96**

Freelance consultant on various creative marketing projects including advertising creative, positioning, new products, name generation, trending and acquisitions. Clients included DDB Worldwide, Ogilvy & Mather, Leo Burnett Worldwide, Euro RSCG Tatham, The Cambridge Group and D.S. Fraley & Associates.

**MUSICIAN, Chicago, IL 11/91 – 7/96**

Vocalist, guitarist and primary songwriter for Maybe/Definitely (11/91 – 4/94), a traveling and recording act with radio airplay in 16 states, an independent album release, and positive critical reviews. Solo performance (5/94 – present). Freelance producer for local singles by The Minkmen and The Remnants.

**DDB WORLDWIDE, Chicago, IL 7/90 – 11/91**

ACCOUNT EXECUTIVE: Frito Lay, Inc. Cheetos brand cheese-flavored snacks and Maybelline Cosmetics.

**J. WALTER THOMPSON USA, Chicago, IL 7/88 – 7/90**

ACCOUNT REPRESENTATIVE: Southland Corp./7-ELEVEN and Kellogg Company.

**EDUCATION:**

NORTHWESTERN UNIVERSITY  
Master of Science in Advertising  
June 1988

UNIVERSITY OF KANSAS  
Bachelor of Science in Advertising  
May 1986

**RECOGNITION:**

Effies, Cannes, London International Awards, Clios, Telly Awards, Chicago Creative Club Awards and a few weird ones like the Francis Scott Key Awards.

Oh yeah, and the occasional thumbs up from my kids.

**PERSONAL:**

Songwriter, music fanatic, rabid traveler