



Savage Creative

Eric Savage
Very Creative Director

Create
Unique and
Lasting Brands.

Captivate,
Inform and
Entertain.

Capture
Immediate
Leads and
Sales.

That's what you get when you put over 25 years of Award-Winning Creativity, Strategy, Marketing and Leadership to work on your team.

You'll get a strong Conceptual Thinker that is Team Oriented. A proven Award Winner that is a proven Results Winner.

- Experience that includes New Product Design, Introduction, Brand Development and Implementation as well as Generating Immediate Leads and Sales.
- Experience in all types of Media: Internet, Television, Print, Radio, Direct Mail, Public Relations, Outdoor, Trade Shows, Collateral, Package Design and Point of Purchase.
- Experience in Storyboarding, Illustration, Photography, Design and Copywriting.
- Experienced Manager that knows how to Build and Guide a Successful Team.
- An experienced Presenter, but more importantly, an experienced Listener.

Opportunities and Experiences

- **Savage Creative**, Portland – February 2002-Present

President, Creative Director - Capitalizing on the experience gained at larger agencies and selective use of the wide range of creative skills, clients benefit with a streamlined, yet effective solution for their marketing and advertising dollars.

Highlights include:

- Branding and Marketing of Eagle Landing, the most dramatic real estate development ever to come to Portland's East Side. Golf Courses, Corporate Park, Retail Shops, Amphitheater, Fitness Center, Custom Homes, Condominiums and a Nature Park are all part of the unique community. Provided all Design, Writing, Public Relations, Web Site Design, Print Advertising and Collateral for the development.
- New Product Design, Branding and Market Introduction for the EkaTetra, a revolutionary single-handed wireless keyboard. Created corporate identity, branding, target market strategies as well as investor and user group marketing materials.
- Marketing and Advertising for the upscale Summerlinn Apartments and Condominiums in West Linn, Oregon. Upgraded their branding through a new Web Site Design, focused web presence and a new marketing campaign. Marketing consisted of Print Advertising, Internet, Direct Mail and localized Public Relations.
- New Japanese product launch for Protection Plus Warranty service for Automotive Dealer groups in Japan. Designed and developed Web Site and Collateral materials.
- Illustrated a political satire book entitled "Our Tent", soon to be published, with over 30 humorous illustrations depicting the history of politics in the United States.

- **Rosen/Brown Direct, ROI Advertising**, Portland – Sept. 1996-February 2002

Vice President, Creative Director - Learned from the best how to create a truly integrated campaign and make every inch of it work two to five times harder—without

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Eric Savage Opportunities & Experiences

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damaging the Brand Image. Through research, testing, maximizing a database and projecting solid Return On Investments, we combined the techniques and rules of Direct Marketing with the power of Accelerated Brand Building.

Highlights include:

- Building and Managing an integrated team of Web Designers, Programmers and Producers combined with Advertising Art Directors, Copywriters and Print Production.
- National Consumer New Product Introduction for the iOpener from Netpliance, the first solely Internet appliance on the market, utilizing Television, Radio, Direct Mail, Internet and Print Advertising.
- National New Product Test Marketing for 3M Corporation's electronic presentation products: Data Conferencing, Video Conferencing and Digital Whiteboards.
- National Consumer New Product Re-Introduction for TaylorMade-adidas Golf. Created a successful new marketing model for Consumer Demonstration Events.
- Generated more than 45,000 leads for Pervasive Software's Tango Web Development Software utilizing exciting Web Videos, Direct Mail, Print and In-Theater Advertising.
- Tripled any previous response for Lucent Technologies New APX8000 Product Introduction combining Web Videos, eMail and Direct Mail.
- Successfully strategized and Implemented the Branding, Customer Interface, Launching and Marketing of iMark.com, an Online Industrial Equipment Marketplace.

• **Savage Inc**, Portland – January 1991-September 1996

Owner of Design Firm and Partner in City Magazine - Learned how to juggle a design studio as well as launch a new concept in local publishing that combined fashion, personalities, entertainment and nightlife.

Highlights include:

- New Product Launch for Henry Weinhard's Brewery, creating excitement among the buyers and distributors for their new entry into the microbrew category.
- Award-Winning Multimedia Campaign for Z100 Radio Station utilizing new Branding Materials, Television and Outdoor Advertising.
- Exciting Guerrilla Marketing Campaign for Burgerville USA and their Wild West Festival.

• **Harris Savage Massey Advertising and PR**, Portland – July 1985-January 1991

Partner, Creative Director (joined as Kobasic, Harris and Savage) - Learned how to create a broadcast producing machine that could crank out low cost monthly integrated retail campaigns and still win awards. Learned how to compete for, and win, new business, building an agency into three offices in three states. Learned the power of integrating solid Public Relations into an effective marketing plan.

Highlights include:

- Three years of Creating and Producing Award-Winning campaigns for Nissan utilizing NFL legend Joe Montana as our regional hero and Nissan expert.
- Designed and Marketed a new line of elegant rattan furniture for Kiani Furniture.
- Created and Produced a Television Commercial for the Country of Indonesia, which told of their deep tradition of protecting their valuable rainforests.

• **Savage Design**, Portland – October 1981-July 1985

Owner of Graphic Design Studio - Learned that I could wear a lot of hats and still create exciting work. Learned the patience and knowledge needed to to become an

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employer and an effective teacher. Learned how to generate business not only for myself, but for a staff of employees, while maintaining a high level of quality control.

Highlights include:

- Emmy Finalist, National Addy Award winning Television campaign for the National Association for Retarded Citizens.
- National Addy Award for a poster designed for the Wildlife Artists Guild supporting the Washington Park Zoo (now the Oregon Zoo).
- New Product Introduction for Avia Footwear featuring a dramatic Trade Show Exhibit design and New Product Introduction Video.
- New Product Introduction for the Beers of Singapore, Tiger, Anchor and ABC Stout, through Public Relations and Print Advertising.

● **McCann-Erickson**, Portland – February 1981-October 1981

Art Director - Learned how an International Advertising Agency with multiple offices does business. Learned what its like to work on national accounts with big budgets. Learned that I didn't want to move out of Portland when Corporate Headquarters decided to move the office to Atlanta, Georgia.

Highlights include:

- Created National Campaign aimed at consumers promoting Georgia-Pacific's New Do-it-Yourself Magazine.
- Established and created a new Branding Campaign for Oregon Bank utilizing Print and Broadcast to compete against out of state banks.
- Created the new Logo and Corporate Branding look for Georgia-Pacific's new Corporate Headquarters, The Georgia-Pacific Center in Atlanta, Georgia.

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● **Gerber Advertising**, Portland –June 1979-February 1981

Art Director - Learned the retail and grocery advertising business and what broadcast production was all about. Learned how to stretch a broadcast budget while at the same time improve production values. Learned how important every member of an agency team truly can be.

Highlights include:

- Created a Multi-Media New Product Launch for Itron Utility Billing Associates, which has now grown into the world's largest automated utility billing service.
- Created Award-Winning campaign for the Northwest Chrysler-Plymouth Dealers, utilizing Television, Radio, Outdoor and Newspaper Advertising.
- Created Award-Winning Television campaign for the Engine House Pizza Company.

● **The Design Team**, Seattle – January 1977-June 1979

Art Director/Illustrator/Designer - Learned through "trial by fire" how to be a good Art Director, Illustrator and Production Artist. Learned that an agency needs to have a consistent identity and defined goals to truly be successful. Learned that I really wanted to move back to Oregon.

Highlights include:

- New Product Design for Tournament Soccer Foosball Tables.
- New Product Launch for Structural Instrumentation Onboard Truck Scales.
- Designed the Annual Report for John Fluke Manufacturing.

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Eric Savage Client & Market Experience

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• Sports and Leisure

TaylorMade-adidas Golf
Avia Athletic Footwear
NASCAR Northwest
Evel Knievel
PreCor, Sports Equipment
ProForm, Exercise Equipment
Eagle Landing Golf Courses
Tournament Soccer, Foosball Equipment
Body Balance Fitness Center
Grizzly, Fishing Tackle
Leupold, Hunting Scopes
O.S. Systems, Dry Suits
Star Golf Centers
The Country of Indonesia
Columbia River Gorge Discovery Center
Seaside Chamber of Commerce
Disney Studios
Warner Brothers Studios
Universal Pictures
Multnomah County Fair
Funtastic Rides
Astoria Chamber of Commerce

• Consumer and Retail

Supportkids.com
Rand McNally, Mapping Software
Netpliance, Internet Appliance
Juno/Net Zero Internet Providers
Shindaiwa, Chain Saws and Lawn Equipment
JELD-WEN Doors
Fishel's Furniture
Self Service Furniture Company
Lloyd Center Mall
Chelsea Audio
Magnolia Hi-Fi
Phase Linear Stereos
Payless Drug Stores
The Tux Shops
Viking, Aluminum Windows and Doors
Renaissance Tile
Kiani Furniture
Larsen Antennas
Finzer Business Equipment
SensorGuard Security Lights
Uptown Travel
Explore Travel
Stereo Super Stores
Jean Machine
Yamhill Marketplace
Tru-Touch Business Accessories
United States Postal Service

• Manufacturing and Distribution

3M Corporation, Presentation Products
Tidland, Papermaking Equipment
Boxlight, Business Projectors
Avery, Office Products
Familian N.W., Plumbing Distributor
Columbia Machinery
Versatile Sash & Woodworking
ESCO Corporation
NorthStar Electrical Contractors
Oregon Strand Board
Georgia-Pacific Corporation
Stevens Water Resources
Throwaway Bit Corporation

Key Technology, Food Processing Equipment
Indonesian Wood & Handicraft Industries
Moller's Nursery
AG Bag Corporation, Farm Equipment
Willamette Industries
National Tank & Pipe Company
Aero-Go, Air Cushion Pallets
Hanna Car Wash Equipment
Versa Corporation, Farm Equipment

• Finance and Real Estate

Oregon Bank
VanFed Savings Bank
Town and Country Mortgage
Protection Plus Warranty Service
American Savings & Trust
Veritas Investment Company
Eagle Landing Development
Cheval Resort and Spa
Summerlinn Apartments and Condominiums
Norris & Stevens Realtors
Art Lutz Realty
Albright Realty
Ashforth Pacific Real Estate
Don Morissette Builders
Holman Homes

• Restaurants and Hospitality

Disney Vacation Club
Burgerville U.S.A.
Beaches Restaurants
The Holland Restaurants
Marsee Baking Company
Arctic Circle Restaurants
Engine House Pizza Companies
Dairy Queen Restaurants
Mt. Angel Oktoberfest
Embassy Suites Hotel
Sunnyvale Holiday Inn
Salishan Lodge
The Heathman Hotel

• Food and Grocery

Weinhard's Brewing Co.
eVineyard, Online Wine Merchant
General Foods Corporation
United Grocers, Thriftway, Sentry, IGA
Blue Mountain, Cat and Dog Food
Mother's Cookies
Pride of the Farm Cookies
Steinfeld's, Pickles and Relishes
Omaha Steaks
Baby's Choice Diapers
Oregon Hill Farms, Syrups and Preserves
Huckleberry Mountain Candy Co.
Saxer Brewing Co.
Blue Bell Potato Chips
Willamette Egg Farms
Lynden Farms Chickens
Reser's Fine Foods
Boyd's Coffee
Admiralty Beverage, Distribution Company
Tiger Beer
ABC Stout Beer
Anchor Beer

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Oregon Fryer Commission
Montevento Wine
Boccone Bianco Wine
Lejon Wines
Piazza Pizza Company
BIMA, Sprout Growing Equipment
Crystal Rain Ice Company
Bob's Red Mill Whole Grain Foods

• Business Services

ADP, Payroll Services
iMark.com, Online Industrial Equipment
SnapNames, Internet Domain Services
Talisma, CRM Services
2-Way Corporation, Internet Survey Services
Decision Point Data, POP Survey Services
University of Phoenix
Bar Codes West, Bar Coding Services
Rafael Astorga Photography
Schnitzer Group
Finatus, Online Compliance Services
Committee to Elect Judge Moultrie
True Vistas Animation Design
W:M Corporate Builders
Points West Trading Company
Association Insurance Managers
Itron Utility Billing Associates
Lasco Shipping

• Technology

Lucent Technologies, Telecommunications
Primavera, Enterprise Project Management
Agilent, Protocol Analyzers
Fluke Electronics, Test Equipment
Digimarc, Image Protection
EkaTetra Single-Handed Keyboards
Arrow Electronics, Distribution
Tucker Electronics, Electronics Catalog
Gemstone, Server Software
Pervasive Software
Symantec, Security Software
Harbinger, Enterprise Software
Primus, Server Software
Tektronix, Printers and Test Equipment
Sequent, Computers
ABC Technologies, Business Software
Kovair, Customer Web Interface
Visual Commerce, Web Services
Frontera, Web Services
Sendmail, eMail Software
IKOS, Simulation Hardware
Lightscape, 3D Software
Nel-Tech Development, Security Systems
Flight Dynamics, Pilot Display Systems
Structural Instrumentation

• Publishing and Media

Portland Business Journal
City Magazine
Racing Wheels Magazine
Smuggler's Cove Publishing
Z100 Radio Station
KXL Radio Station
Mix95 Radio Station
Q105 Radio Station
U.S. Logger, Television Series
Falcon Cable

• Automotive/Trucking

John Deere Tractors
Northwest Cadillac Dealers
VanRaden Industries, Truck Trailers
Alexander's Chrysler-Plymouth
Timberline Dodge
Northwest Chrysler-Plymouth Dealers
Nissan Dealer Associations
Northwest Toyota Dealers
Volvo Dealer Associations
Northwest Dodge Dealers
Rowland SAAB and MG
DSU Peterbilt and GMC
Silver Eagle Trucking

• Health and Wellness

Invisalign Invisible Braces
Blue Cross of Oregon and Washington
Providence Medical Center
St. Helen's Hospital & Health Center
Mississippi Regional Home Health Care
Lake Oswego Dental Center
PacifiCare, Health Insurance
Continue Care Home Health Agencies
Doctor's & Nurse's Weight Loss Clinics
Oregon Health Care
Portland Adventist Medical Center
Back-In-Action, Spinal Rehabilitation Centers
Washington State Health Facilities Association
Vancouver Clinic
ODS, Health Insurance

• Utilities and Services

PacifiCorp
Portland General Electric
Sierra Pacific Power Company
Western Washington Water Power
Consumer Cellular
United Illuminating
U.S. West
Northwest Natural Gas
Virginia Power
Evantage, Energy Consulting
Louisiana Gas and Electric
Working Assets Long Distance
Columbia Resource Company
Seattle City Light
Housewarmer's Oil Co.
Finley Buttes Landfill
Wisconsin Public Services
Analysis, Energy Testing

• Public Service

Clackamas Women's Services
National Association for Retarded Citizens
Washington Park Zoo
Heart n' Hand Educational Services
Oregon Museum of Science and Industry
Cystic Fibrosis Foundation
Doernbecher Children's Hospital
Committed Partners for Youth
Peninsula Neighbors
Wildlife Artists Guild
Waverly Children's Home
Boy Scouts of America

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Major Awards Earned

Recognizing Both Results and Creativity - Echo Awards, Pioneer Awards, Rosey Awards, N.W. Addy Awards, National Addy Awards, Telly Awards, Clio Awards, Bernbach Award, Spotlight Awards, American Scene Award, Best In The West Awards, The One Show Awards, Emmy Nomination, Judge for Best In The West Awards, Judge for Clio Awards, Judge for Echo Awards.

Speaking Opportunities

Direct Marketing Association Annual International Conference - Speaker for Weekend Creative Session entitled "Going Against the Grain".

University of Portland - Advertising and Marketing Course Guest Speaker.

Advanced College Prep Teen Lecture Series - Guest Speaker.

Additional Education

Graduate of The Burnley School of Professional Art (Seattle Institute of Art) Seattle 1977, Bachelors Degree - Winner of the Senior Portfolio Scholarship Competition.

New School for Visual Concepts Seattle 1978 - Post Graduate Illustration Classes.

Additional Educational Seminars, Retreats and Training - Subjects included Management and Business, Copywriting, Creative Brainstorming, Team Building, New Business and Public Speaking.