

NEIL H. FEINSTEIN • MULTICHANNEL CREATIVE DIRECTOR

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WORK

TRUE NORTH INC. • DIRECTOR OF CREATIVE STRATEGY (April 2001 to present)

Multiple responsibilities include:

CREATIVE DEVELOPMENT of multichannel programs—online and off—for Thomas Net.com, Disney, Disney Visa, Pitney Bowes, Constant Contact, Growing Family Club, Couristan Carpets, American Institute of Chemical Engineers and the Direct Marketing Association.

- Created an innovative online ad for Discover Magazine that won the prestigious ECHO Digital Award, and a Caples Award, and was an AD:TECH Award and Eyeblander Award finalist.

- Developed and wrote PB Direct's most successful acquisition direct mail package.

STRATEGIC PLANNING. Work directly with clients to plan and implement programs.

- Repositioned Thomas Publishing from a publisher of industrial directories to an Internet site for industrial sourcing. After working with the client to develop a messaging strategy, we successfully launched ThomasNet.com in August 2004 with a multichannel program that included radio, print, online advertising, email, marketing sites, landing pages, direct mail and collateral. The program was a huge success, far surpassing the client's expectations.

- Developed Hachette Filipacchi's email renewal strategy and program from the ground up. The program was recognized for strategy, creative execution and results by winning a Direct Marketing Association's ECHO Award.

PUBLIC RELATIONS. Manage True North's image in the advertising community. Through my efforts we have received numerous awards, a front-page article in *DM News* and in *Target Marketing*, as well as many news stories and mentions in key industry publications. I have spoken at many industry events and have written articles for industry publications such as *DM News* and *Target Marketing*.

NEW YORK UNIVERSITY • ADJUNCT PROFESSOR (January 2003 to present)

Teach a Masters level class on direct and interactive marketing creative strategy.

BIGFOOT INTERACTIVE • VP OF CREATIVITY (August 2000 - April 2001)

HIRED TO TURN AROUND an unprofitable, unproductive email creative department. Accomplished within seven months.

PITCHED AND WON major accounts, including Calvin Klein Fragrances, BMC Software and Grainger.

BUILT EMAIL MARKETING PROGRAMS that earned response rates as high as 50% for Disney Vacation Club, Alitalia, AT&T Wireless, World Wildlife Fund and MCI.

MANAGED AND ENHANCED the Bigfoot Interactive brand with advertising, email and by speaking at industry events. These efforts were key to making Bigfoot Interactive one of the top four email marketing companies.

BOZELL (now Lowe) **PARTNER, CREATIVE DIRECTOR** (October 1997 to August 2000) Ran an integrated creative group, working on The New York Times, Datek Online (now Ameritrade), Merrill Lynch, Verizon Wireless and FEMA.

DIMAC DIRECT • ASSOCIATE CREATIVE DIRECTOR (June 1992 to October 1997)

J. WALTER THOMPSON DIRECT (December 1990 - June 1992)

PROFESSIONAL CREDENTIALS

CONTRIBUTING WRITER to *DM News*, *Target Marketing Magazine* and *Proof*

RECENT AWARDS

- Finalist 2006 OMMA Award (Program: Online Ad for Muppets Season #1 DVD)
- Finalist 2006 Caples Award (Program: Online Ad for Muppets Season #1 DVD)
- Winner 2005 Gold ECHO Award (Program: ThomasNet.com email)
- Winner 2004 Digital ECHO Award (Program: *Discover Magazine* Online AdSite)
- Winner 2003 Silver Caples Award/Best Online Ad (Program: *Discover Magazine* Online AdSite)
- Finalist 2003 AD:TECH Award/Best Banner Ad (Program: *Discover Magazine* Online AdSite)
- Finalist 2003 Eyeblander Award (Program: *Discover Magazine* Online AdSite)
- Winner 2003 ECHO Leader Award (Program: *Car & Driver* Email Renewals)
- Winner 2003 ECHO Certificate of Excellence (Program: Pitney Bowes Direct Mail)
- Winner 2002 ECHO Certificate of Excellence (Program: New England Culinary Institute email)
- Winner 2001 EFFIE Award (Program: Datek Online)

SPEAKING

- *Applying Multichannel Theories to Your Real-World Challenges* (2007 Detroit DMA Conference)
- *Adventures in Creative Strategy* (2006 DMA Annual Conference)
- *The New Brand Contract* (2006 DMA Annual Conference)
- *Engaging the Elusive Multichannel Customer* (2006 Annual RMDMC Conference)
- *At Last! The Age of Brand Response Advertising is Here* (2005 DMA Annual Conference)
- *Updating That Old-Time Religion* (2004 DMA Annual Conference)
- *I Wouldn't Click on That. Would You?* (2004 DM Days in New York)
- *How I Built My Email List and Lived to Tell About It.* (2004 DM Days in New York)
- *Anatomy of a Multi-Channel Program* (Two-day seminar taught for the Direct Marketing Association)
- *The Critical Role of Creative Testing in Your B-2-B Program* (2003 DMB Conference)
- *How Dull Insert Media Earned Exciting Results for Pitney Bowes* (2003 DMA Annual Conference)
- *50 B-2-B Ideas in 50 Minutes* (2002 DM Days in New York)
- *A Systematic Approach to Email Marketing* (2002 DMB Conference)
- *What If You Built a Website and No One Came* (2001 DM Days in New York)

MEMBERSHIP

- Vice Chair DMA's International ECHO Award committee
- DMA's Ethics Operating committee
- Direct Marketing Club of New York

EDUCATION

NEW YORK UNIVERSITY • Master of Science in Direct & Interactive Marketing
Graduated December 2002 with a 4.0 GPA

STATE UNIVERSITY OF NEW YORK, COLLEGE AT ONEONTA • Bachelor of Arts degree in Psychology. Concentrations in History and Theater.

REFERENCES

They're great. Just ask.