

Rich Kolopeaua

CREATIVE DIRECTOR

RichKolopeaua.com

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Snapshot

A long-term relationship kind of creative leader who digs in, ensuring that the work invested in building a brand leads to meaningful impact and lasting growth.

Multi-platform storyteller and 360° thinker who executes successful integrated campaigns by continually innovating with traditional, experiential, digital and social media.

Leading the full creative process.

- ✓ DATA-BASED STRATEGY & BRIEFS
- ✓ CREATIVE IDEATION & CAMPAIGN DEVELOPMENT
- ✓ DIRECTING CROSS-FUNCTIONAL TEAMS
- ✓ COPY, ART DIRECTION & DESIGN
- ✓ ALIGNING STAKEHOLDERS
- ✓ PRESENTING & PITCHING
- ✓ CONTENT PRODUCTION
- ✓ GROWING INTERNAL & EXTERNAL RELATIONSHIPS

AWARDED BY

D&AD

ART DIRECTOR'S CLUB

ONE SHOW

COMMUNICATION ARTS

FWA

Experience

FLUID

PARTNER, EXEC. CREATIVE DIRECTOR
JANUARY 2021-PRESENT

Helped turn a regional agency into a multi-national player by delivering big brand expertise to a growing client roster. Results were driven by raising the quality of data-based strategies and the level of craft and innovation in creative campaigns.

DEUTSCH, NY

SVP, GROUP CREATIVE DIRECTOR
FEBRUARY 2011 - JULY 2020

Led integrated teams to create and launch effective 360° campaigns for brands like Milk, Samsung, Green Giant, Acuvue and GoDaddy. And that's just domestic. My global work includes brands like Michelob Ultra, Unilever, Siemens and J&J.

Y&R, NY

ASSOCIATE CREATIVE DIRECTOR
MAY 2004 - FEBRUARY 2011

Launched new brands out of Paris, revived old brands out of Hong Kong and managed some iconic ones in New York. Among them: Irish Spring, Colgate, Dell, SoftSoap and Dr. Pepper. Grew life-saving donations to UNHCR an average of over \$100MM YOY.

Rich is a very talented Creative Director and Art Director. His attitude and work ethic are tremendous. And above all, Rich is a great person. I would very much enjoy working with Rich again if the opportunity comes up.

Dan Kelleher

Chief Creative Officer, DEUTSCH

As a client, it's great when you can work with someone who just gets it, and that's what Rich does. He brings strong creative that he fights for, but with a willingness to collaborate that you really appreciate. Exactly what you'd want.

Justin Glorieux

Sr. Director, Marketing & Creative Strategy, SPECTRUM

EXTRA CURRICULARS



VOLLEYBALL



PLAYING PIANO



MAKING STUFF

BRIGHAM YOUNG UNIVERSITY

PROVO, UT

COMMUNICATIONS, CREATIVE ADVERTISING B.S.

GRAPHIC DESIGN, MINOR