

Luke Ward

creative director

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Who?

Luke Ward is a copywriter, creative director, content developer and overall nice guy. Over the past few years, he has written and produced innovative digital, print, TV, mobile and social media campaigns for clients ranging from Toyota to Pfizer to Bloomingdales.

Whether it is a multi-million dollar cross-channel campaign, a simple ecommerce site touchup or comedic short films, his focus is always on the creation of engaging content.

Luke also enjoys long walks on the beach, science-fiction films (mostly from the 80s), and writing about himself in the 3rd person.

Clients:

Amgen
Bloomingdales
Boston Scientific
Checkers & Rally's
Crown Royal
Dos Equis
Endo Pharmaceuticals
GlaxoSmithKline
Heineken
Hershey's

MetLife
Pfizer
Qwest
Samsung
Schwab
Sony
Sunbeam
Toyota
United States Postal Service
Volvo

Where?

Freelance Creative (April 2013-present)

Agencies include: 360i, Rebellion Design Co., Story Worldwide, Creative Feed, Stag & Hare, MarketOne Digital

Havas Worldwide (June 2008-March 2013)

G2 Direct & Digital (Feb 2007-June 2008)

CDMiConnect (April 2002-Feb 2007)

ECBi (Feb 2000-April 2002)

Ultra 16 (Feb 2000)

Organic, Inc. (June 1999-Feb 2000)

How?

Education

Syracuse University, S.I. Newhouse School of Public Communications
B.S., Communications; Television/Radio/Film Production: May 1998

Technical Skills

Adobe Photoshop
Microsoft Office
Basic CSS/HTML coding
Final Cut Pro
Microsoft Project