

AKOURIS/CD

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gregoryakouris.com

Award winning Creative Director/AD with over 30 years experience building brands. Created, managed and produced integrated advertising campaigns and experiences in numerous categories including CPG, healthcare, casual dining and financial services. Experienced in mass, CRM, and shopper marketing.

Demonstrated successes in:

- Team Leadership
- Client Relations
- Cross-channel Marketing
- Project Management

EXPERIENCE

Hawkeye/Epsilon Agency VP, Group Creative Director 2013-Present

Lead creative of Nature's Way family of supplements.

Creatively and strategically tasked with evaluating and solving Nature's Way business problems to positively effect their bottom line. Successful branding efforts of Nature's Way and its flagship brands including Alive! Multivitamins, Fortify and Pearls Probiotics through omni-channel experiences. Creation, and development of broadcast, digital, and social platforms, along with package design and internal/external corporate communications.

Ryan Partnership VP, Creative Director 2011-2013

Supervised concept, design and execution of multi-channel marketing for Office Depot, Sears, Chaco

Draftfcb Chicago VP, Creative Director 2006-2011

Supervised concept, design and execution of brand building, through the line and CRM campaigns, for the Kmart Corporation.

FCB Worldwide VP, Associate Creative Director 1998-2006

Entrusted with advancing major rebranding efforts for top tier national clients.

- Created and developed the lauded "The Card is Key" campaign for Diners Club International. The successful campaign was one of the longest running in the card's history.
- Introduced the iconic Applebee's Guys and Skintimate girls in print and broadcast for Applebee's and SCJohnson.

Other brand work included creative for Coors Light, Killians Red, Edge Shave Gel, Glade, Shout.

Impact Communications Group Associate Creative Director 1994-1998

Duties included creating DM campaigns for clients including Zurich/Kemper Financial, BCBS, Van Kampen Investments, Encyclopedia Britannica, Illinois Bureau of Tourism, Payless ShoeSource. Disciplines included broadcast, print and digital advertising as well as corporate ID, collateral, and fulfillment design and solutions.

Foote, Cone and Belding Art Director 1989-1994

Responsible for above-the-line creative development for clients including Citibank, SCJohnson Kimberly-Clark, Kraft Foods, Cadbury-Schweppes.

EDUCATION

DePaul University, Chicago, IL
American Academy of Art, Chicago, IL
University of Illinois, Urbana-Champaign, IL