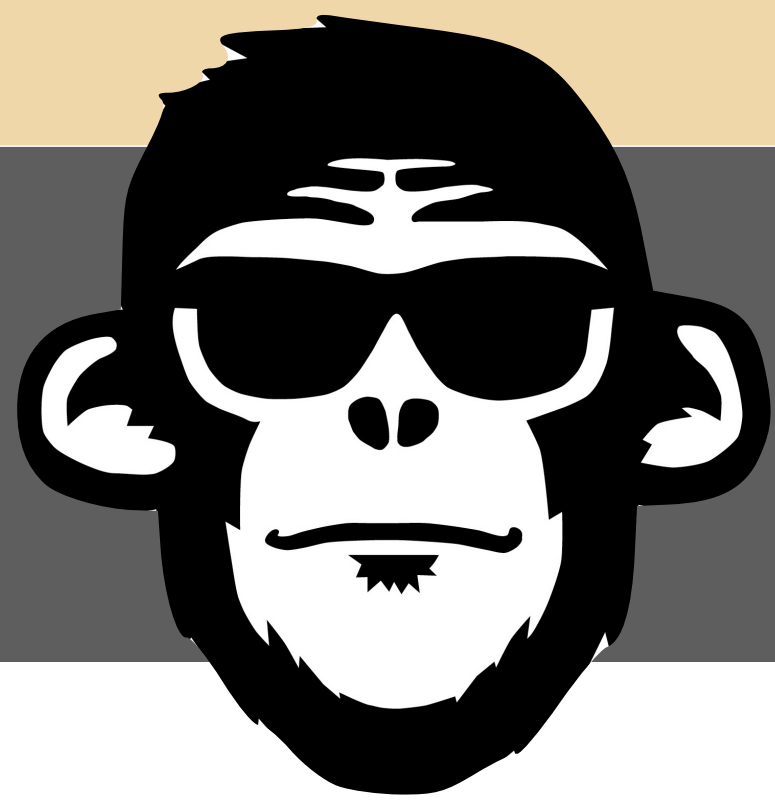




CHRISTIAN STERNAL
Creative Director | Copywriter | Brand Pilot | Thinker | Perceiver | Talking Monkey

/res07.26

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/summary

They say, if you do what you love, you’ll never work a day in your life. “They” lie.

I became an ad creative because I love thinking around corners, conjuring scenarios and telling stories, creating art out of anything and making words jump through hoops. But I have worked my arse off over the last 20+ years. And become a world-class, award-winning creative director and copywriter along the way. Also, a flexible leader and partner. A team-captain and a hands-on collaborator. A mentor, brand strategist, hearts and minds whisperer—and I’ve done whatever else it took—to connect people with answers, new ways, points of view, plans, products, and other people.

/experience

freelance creative director, copy

Jan 21 - Present

Noble West | Heavy | Trading Academy (In-house) | personal projects

Engaged by agencies and brands for senior creative leadership, strategy, and copywriting across integrated campaigns and brand systems. • Senior fl creative on a new ag industry sub-brand and product line launch. • Served as In-house Director of Copy, led a rolling brand refresh, subscription product go-to-market strategy and user journey, created and launched a premium digital portal incentive product, and ideated and co-produced a branded weekly radio show • With Heavy, conceived and wrote comprehensive re-branding campaigns for multiple renowned universities • **Clients:** first-to-market ag industry client / Trading Academy / St. Louis University (SLU), Cincinnati University (CU), and St. Joseph’s University (SJU)

creative director

Jun 18 - Jan 21

SCS (Schiefer Chopshop)

Wearer of many hats • Led creative vision and direction with the ECD on campaign, branding and new business initiatives • Worked side-by-side with teams helping to fill creative gaps and mentoring • Ran interference autonomously with account leadership to knock out early stage creative/ideation, strategy development, including full projects, without broader team involvement • Built a strong alliance with in-house video, VFX and editorial teams to craft work quickly and efficiently • Shepherded and executed integrated campaigns across broadcast, organic and paid social, digital, video, radio, POS, retail, and e-commerce • **Clients:** Sylvania Automotive, Mothers Polishes • Waxes • Cleaners, Trading Academy, NHRA, Prestone, Spectrum Brands (Kwikset, Pfister), Brembo, Edelbrock, Borla, John Deere, Boost Mobile, TCL/Blackberry, El Tequileño (Tequila), Riot Games, Mad Tasty, NASCAR, Weedmaps, Falken Tires, West Coast University, Oxigen Water, John Wayne Airport (SNA)

associate creative director

Sept 13 - Jan 18

1600OVER90 - CA & PA

Led ideation and strategy development, creating proof-of-concept roadmaps and foundational brand narratives for institutional-scale rebrands • Fostered collaborative agency team environments while advising and mentoring junior creatives • Embedded with production teams to advise and ensure output and delivery • Guided highly nuanced creative, branding, and design systems from research and discovery through final execution • *This agency’s branding model is unique and uncommonly thorough. We went extremely deep on everything. Research deep. Design, copy and context deep. Discovery, strategy, planning and presentation deep. My time here was a multi-year masterclass in taking brands apart, unlocking their potential and putting them back together.* • **Clients:** University of Oregon (UO), Golden State Cider, UCLA, We Are Ocean, University of New Mexico (UNM), PorroVita Cold Press Juice, Miami University of Ohio, Arizona Coyotes, Park University, Seattle University (SU), Biola University (BU), University of La Verne College of Law, Universidad Autónoma de Guadalajara (UAG)

freelance senior creative, copywriter

Jan 07 - Aug 13

INNOCEAN | RPA | Pitch | TOOL NA | Mendelsohn Zien + Spacedog | The Collective | O’Leary & Partners | Fourth Wall Plowshare Group | ETA | Studio PMG | Bailey Gardiner | Hotwire Labs | Lehman Millet | client direct

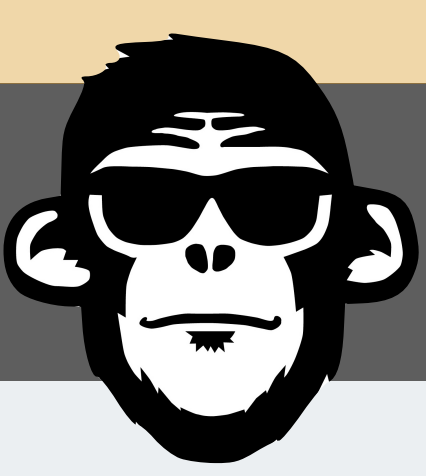
Developed integrated 360° campaigns and copywriting across concurrent projects for top-tier agencies • Engaged with clients solo or as an embedded team member, supporting campaign development, creative maintenance, and new business work in senior creative and leadership capacities as needed • Other specialties: chaos wrangler, reset-button smasher, fire-starter, anchor leg, leader, collaborator for big brains and dozens of world-class clients across a wide breadth of categories • **Clients:** Hyundai / Honda / IKEA, Bud Light, Hotels.com, JCP / Burger King, Meineke / Carl’s Jr. / EA / Bimbo Bakeries (Entenmann’s, Francisco, Oroweat), AAA, Baker’s Square, Village Inn, Fantastic Sam’s / Countrywide Bank, Beneveda / Alliance to Save Energy / Farmers & Merchants Bank, DR Horton, LB Transit, Sunkist, UPS, Circle Audi, Proterra / IWB, Accorda / Santana Row / Ad Council / Penumbra / Jardinier / System Pavers / Taco Bell

senior copywriter / copywriter

Jan 01 - Jan 07

FCB Global, aka Draft FCB, aka FCB Worldwide - CA & IL

Launched proprietary Mt. Dew Baja Blast brand for Taco Bell. Launched Hilton Garden Inn brand for Hilton • Wrote and developed 360° multi-year campaigns, large and small budget, across broadcast, radio, out-of-home, digital, print, and point-of-sale for major national and Fortune 500 brands • **Clients:** Taco Bell, Kawasaki, Hilton brands (main brand, Hilton Garden Inn (launched), Doubletree, Homewood Suites), Coors Light, Smokey Bear and Firewise (AdCouncil, USFS), Bimbo Bakeries (Oroweat), Sunkist, Boy Scouts of America, AAA (Auto Club of Southern California), TaylorMade, Dial Corp (Nature’s Accents), California Credit Union League & Credit Union Direct Lending Corp (CUDL), Advanced Research Laboratories (Citre Shine & Thicker Fuller Hair), Getty Museum, Ad2LA X One Club



/experience cont.

freelance copywriter / intern

Jan 99 - Jan 01

Campbell Mithun | Bozell Worldwide (int) | Ad2LA | McPhee Group | others

Freelanced at Campbell Mithun, Ad2LA, McPhee Group, and others; plus extended internship at Bozell Worldwide • Built foundational copywriting and production skills across multiple brands and categories. • Helped to successfully retain Dewar’s account • Worked with female partner to create Kawasaki’s first advertising for women cruiser riders • Wrote high-impact, heavy rotation radio for AirTouch Cellular and worked on network consolidation naming project (—>Verizon) • Also held production designer, project and traffic manager roles • Clients: Kawasaki, Hilton, Dewar’s / AirTouch Cellular—>Verizon Communications / Warner Bros, et al / Victory Over Violence / Bob Evans, SC Johnson (Fantastik Cleaner)

/key categories

- Automotive • Quick Serve Restaurants (QSR) • Higher Ed • Hospitality • Financial Services • PSAs

Also:

- Drinks (Non-Alcoholic) • Alcoholic Beverages • Motorcycles • CPG and Retail Services • Telecom • Home Builders • Sports • Pharma

/core skills

Creative Direction

Lead / Manage / Team Development & Mentoring / Cross-departmental Communication / Content Systems / Scalable Thinking

Copywriting

Brand / Storytelling / Broadcast / Digital / Web / Content / Social / Print / Direct / All of it

Brand Strategy and Rebranding

Brand Narrative, Voice and Guidelines / Tactical Strategy / 360 Creative Development

Broad Integrated Marketing Experience

Broadcast / Digital / Social / Content / Web / Print / Radio / OOH / POP / Ambient / Experimental / Experiential

Art Direction

Closet art director / Keen eye / strong POV

Broad Category Exposure

/awards & press

Addys / Effies / Clios / Beldings / Graphis / US Ad Review / Adrians / Case AAF G.D. Crain, Jr. Public Service Ad Award / AAF Jim Fish National Public Service Award

AdCritic - Top 5 Spots

Advertising Age - Top 10 “Most Liked Spots”

Featured work: AdWeek / Shoot / adland / AdForum

/tools

Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Google Workspace / MS Office & PowerPoint

Claude / Gemini / ChatGPT / Meta.ai (occasional)

Keynote / Slack / Teams

WordPress / Elementor

The Book Shop — Full Program, Los Angeles, CA - ’97-’99

California State University, Los Angeles — Speech Com / World Politics - ’89-’92

Pasadena City College — AA-Transfer - ’87-’89

Interpublic Advanced Training Program
Advanced Trading Training — Stocks / Options / Futures

/edu, etc.

/school of life

Trader Joe's "Crew Member" • Toyota Dealership Customer Relations Manager • Toyota New and Used Car Salesman • Stockbroker Assistant • Building Industry Association (BIA) Trade Show Manager • Retail Home Store Salesperson • Roofer • Mover • Painter • Warehouse Truck Packer (graveyard shift) • Olympic Games Soft Drink Vendor • Construction Gofer/Dirt Tamper • Cold Call Magazine Sales (For 3 hours) • Alternator and Ignition Systems Refurbisher • Auto Parts Delivery • Movie Set Builder • Daycare Center "Teacher" • Corporate Mailroom • Road Crew & Show Lighting "Technician"