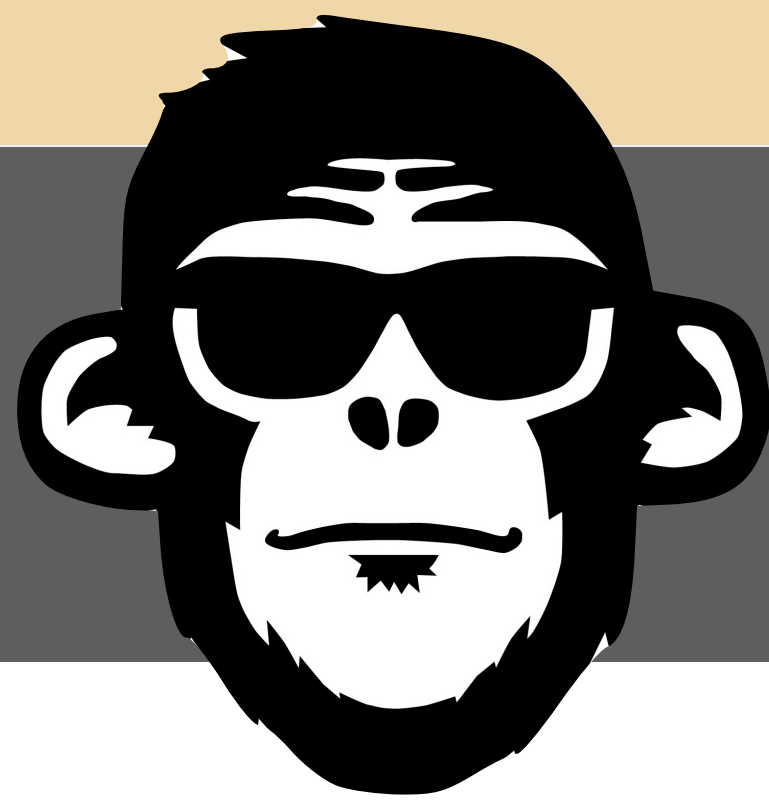




CHRISTIAN STERNAL
Creative Director | Copywriter | Brand Pilot | Thinker | Perceiver | Talking Monkey

/res11.25

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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 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 done whatever else it took—to connect people with answers, new ways, points of view, plans, products and other people.

/experience

fl creative / contract

Jan 21 - Present

Heavy | Trading Academy (In-house, Director of Copy) | personal projects

In-house, I initiated a rolling brand refresh to begin to simplify and modernize design, content and messaging to improve flow, understanding and maximize impact and conversion across all touch points over time • Co-created a GTM strategy and user journey to launch and market a new subscription product • Ideated, named and co-developed a premium digital portal product • Co-created & produced a branded weekly radio show • With Heavy, I conceived, wrote and co-developed comprehensive re-branding campaigns for multiple renowned university clients • Clients: 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 • Lead 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 and even 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 utilizing broadcast, organic and paid social, digital and video, sites, radio, POS, retail events and e-commerce across myriad platforms and categories • Clients: Sylvania Automotive, Mothers Polishes • Waxes • Cleaners, NHRA, Prestone, Spectrum Brands (Kwikset, Pfister), Brembo, Edelbrock, Borla, Boost Mobile, TCL/Blackberry, El Tequeleno (Tequila), Riot Games, Mad Tasty, NASCAR, Weedmaps, Falken Tires, West Coast University, Oxigen Water, John Wayne Airport (SNA)

acd

Sept 13 - Jan 18

1600VER90 - CA & PA

Lead ideation, detected paths forward, developed strategies, created proof-of-concept roadmaps and foundational narratives • Helped foster tight, cooperative team environments • Advised and mentored • Embedded with production teams to execute, maintain high-quality and deliver • Guided smart, beautiful creative and finely tuned brand systems to the finish line • This agency’s branding model is very 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 more of a multi-year masterclass in taking brands apart, unlocking their potential and putting them back together than a job. • 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, Coyotes Hockey, Park University, Seattle University. (SU), Biola University (BU), Universidad Autónoma de Guadalajara (UAG)

fl sr. copywriter / contract

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

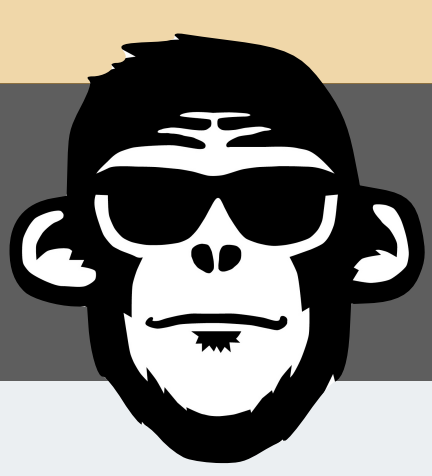
Post-Great Financial Crisis contract merc • Specialties during this time: Chaos wrangler, reset-button smasher, fire-starter, anchor leg, grown-up-in-the-room, git-er-done guy, leader, seat warmer, et al. This was a weird and amazing time when I was forced to develop my freelance sea legs and then, fortunately, be exposed to countless big brains and dozens of top-tier agencies, world-class clients and 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

sr. copywriter / copywriter

Jan 01 - Jan 07

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

Survived sustained max young-gun abuse • Launched proprietary Mt. Dew Baja Blast brand for Taco Bell. Launched Hilton Garden Inn brand for Hilton • Wrote and produced full 360° campaigns, large and small budget, for more than a dozen great and/or historic brands • Developed a broad range of assets, including: broadcast, radio, OOH, common and experimental digital, print, POS, collateral • Created, listened, learned, inspired, wowed clients, and delivered work on time • 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, 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.

fl copywriter/copy intern

Jan 99 - Jan 01

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

Finding my way, bumping into things and soaking up experience • Helped retain Dewars account (successful) • Worked with female partner to create Kawasaki’s first advertising effort targeting women cruiser riders • Wrote high-impact, heavy rotation radio for AirTouch Cellular and worked on their re-branding (—>Verizon) naming project • Copywriter, production designer, project and traffic manager at a very tiny shop that mostly handled POP collateral and packaging • Clients: Kawasaki, Hilton, Dewars (Scotch) / 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

/core competencies

Creative Direction

Lead / Manage / Team Development / Cross-departmental Communication

Copywriting Sorcery

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

Closet Art Director

Brand Strategy and Rebranding

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

Broad Integrated Marketing Experience

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

Broad Category Exposure

/school of life

Trader Joe's "Crew Member" • Toyota Dealership Customer Relations Manager • Toyota New and Used Car Salesman • Stock Broker 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 • Horror Movie Set Builder • Daycare Center "Teacher" • Corporate Mailroom • Road Crew & Show Lighting "Technician"

/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

The Book Shop - 97-99

CSULA - Speech Com / World Politics - 89-92

PCC - 87-89

Interpublic Advance Training Program

Advanced Trading Training - Stock / Options / Futures

Moderator - Discord / Twitch / YouTube

/edu, etc.

/skills

Adobe Photoshop • InDesign • Illustrator / Keynote / MS Office • Teams • PowerPoint / Slack

Google Suite • Meet • Gemini / ChatGPT / Wordpress / Elementor

General Auto Repair / Advanced Competency with Most Hand or Power Tools / Hot Sauce Artistry