

STEVEN ANACKER | creative director + writer

415.341.4425 • steve.anacker@gmail.com • stevenanacker.com

I'm a decorated, strategy-driven Creative Director/Writer well versed in everything from branding to lead gen, potato chips to B2B tech. I build creative departments, win business, mentor teams, hatch big ideas, and craft stories that engage customers, brand companies, win awards, and get results.

2019-present *creative director*

TRANSMISSION

Aruba, HPE, Riverbed, Software AG, Poly, Nutanix, CyberArk, HP, VMWare,

There is no reason B2B tech creative can't amuse and inspire, as well as inform. That's my mission as I help Transmission stay the world's fastest-growing independent B2B shop.

2015-2018 *creative director + writer*

FREELANCE/SAN FRANCISCO

Intel, EA Sports, CBSsports.com, California Pizza Kitchen, Sunrun, Duracell, etc.

As a versatile freelancer, I've led successful creative pitches, formed and nurtured creative departments, and written engaging, effective campaigns for digital and traditional.

2013-2014 *creative director*

RESOURCE-AMMIRATI/SAN FRANCISCO

Glad, Kingsford

I dove deep into the advanced digital and social that this agency is known for, while leading the creative on the Kingsford and Glad brands. I helped build the San Francisco creative team, while simultaneously directing creative teams in the Columbus, Ohio main office.

2006-2011 *creative director*

SWIRL/SAN FRANCISCO

eBay/eBay Motors, San Francisco Giants, Trumer Pils, Lennar Homes, Delta Dental, PG&E, Skype, Sungevity, Oakland Raiders, Jamba Juice, Panda Express, MTC,

In the 5 years I co-led Swirl's creative, I helped the agency more than double in size. I managed half the creative accounts, while still being a full-time copywriter. New business wins included Delta Dental, Lennar Homes and numerous eBay projects.

2003-2006 *associate creative director*

ARC/SAN FRANCISCO

Visa, Symantec, Häagen-Dazs

I focused on promotions for national tech and finance companies. I created Symantec's first movie partnership campaign for the Da Vinci Code (Yahoo! Big Idea Chair winner)

1998-2001 *vp/associate creative director*

YOUNG & RUBICAM/SAN FRANCISCO

Sony, Adobe, KC Masterpiece, International Wood Products

I was the leading creative for a host of highly-awarded and extremely successful integrated campaigns for Sony, Adobe, KC Masterpiece, and International Wood Products. In addition, I contributed to the growth of five creative teams through positive mentorship.

STEVEN ANACKER | creative director + writer

1995-1998

creative supervisor

BBDO/NEW YORK

HBO, Pizza Hut, FedEx, Frito-Lay, Visa, Wrigley, Pepsi

I led the creative for the national HBO account (8-10 creatives), while writing award-winning TV spots for many of our other national accounts.

ADDITIONAL

copywriter

NEW YORK, SAN FRANCISCO, LA

Saatchi & Saatchi/NY, DMB&B/NY, Grey/NY, Fred Alan/NY, GSD&M/SF, McCann/SF, Grey/SF, Seismicom/SF, CharacterSF, fuseproject/SF, Neighbor/LA

Burger King, Parker Brothers, MTV, Barq's Root Beer, Delta Airlines, Eidos Video Games, Cheerios, Del Monte, AT&T, Cheese Council, Wells Fargo, Cisco Systems

EDUCATION

University of Texas at Austin

BS in Advertising, Senior Fellow

AWARDS

One Show, SF Show, NY Addys/Best Of Show, Bay Area Addys/Gold, Yahoo! Big Idea Chair, Ad:Tech Spotlight, etc.

CONTACT

415.341.4425 • steve.anacker@gmail.com • stevenanacker.com