

Dave Galens

Creative Director | Writer | Brand Strategist

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www.davegalens.com

Creative expertise for brands broad and local.

Bold thinking for lasting impressions, enduring relationships

20 years experience across multiple industries

PROFESSIONAL EXPERIENCE

Senior Copywriter

Campbell Ewald, 2017-

Lead creative for OnStar and Connected Services brands

- Developer of brand standards, campaigns and key communications
- Creator of multi-channel brand presentations
- Keeper of branded content

Creative Director

Daniel Brian Advertising, 2014–2017

Highly effective results-based digital, broadcast and print campaigns.

- Health care, energy, QSR & government accounts
- Award-winning brand awareness
- Clients include Consumers Energy, SSM Health, Flagstar, Mercy Medical, Hungry Howies & Chrysler
- Recruited, developed & managed highly motivated team

Creative Director

MXM Health, 2014

Integrated creative solutions, events and sales effectiveness

- Work for Pfizer, Regeneron, Takeda, Allergan, Merck, Elsevier & Honda
- Manager and mentor to creative and production teams

Associate Creative Director

Real Integrated, 2014

High-energy campaigns for broad range of clients, including The Henry Ford Museum, General Dynamics, Burns & Wilcox and Olga's Kitchen

Creative Director

Big Communications, 2004—2013

Results-based brand events, training and sales effectiveness

- Work for Novartis, Lowes, Bausch & Lomb and Kraft
- Unique brand identity, sales engagement, CRM and training
- B2B, social, digital and consumer relationships

SKILLS

MS Office

Keynote

Clients & Profits

Workfront / ProofHQ

Avid Pro Tools

Adobe Audition

Score & Jingle Composition

Brand & Style Guide Development

Talent Recruitment, Management & Development

HIGHLIGHTS

Award-winning campaigns

Excellent presentation skills

Exceptional client relationships

Facility with teams large and small

Forward-thinking

Improvement-focused

Budget-conscious

Fast & efficient

EDUCATION

Bachelor of Arts, English & Humanities
Michigan State University