zwilly

INFO

Steve (Zwilly) Zwillinger
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SOCIAL

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BIO

With over 25 years of experience as a creative and committed leader—in ad agencies, internal creative departments at some of the country's largest financial institutions like Union Bank, Wells Fargo and Wachovia, and 11+ years running his own ad agency—Steve has successfully produced everything from large integrated campaigns, advertising, collateral and TV commercials, to direct mail, event marketing and digital/online media. Through it all he has personally built and maintained strong, productive and deeply engaged teams.

He has also conceived complete re-brands while at Wells Fargo and Union Bank, fleshing out thousands of materials into the new look and brand voice.

In the medical field, in the years having his own agency, Steve worked with Stanford University Hospital to develop an awareness campaign for the Heart Center and their primary care facilities, Menlo Medical Clinic and Redwood Medical Group.

Steve is also currently an instructor at the Academy of Art University in the advertising department in San Francisco. He is teaching Integrated Campaign Development, instructing students how to come up with a big idea and extend that idea into multiple media touchpoints that ultimately reach the specified target audience.

Top 6 Gallup StrengthsFinder® Personality Traits

1. EMPATHY	4. COMMUNICATION
2. STRATEGIC	5. CONSISTENCY
3. MAXIMIZER	6. DISCIPLINE

EXPERIENCE

1 Creative Director
zwilly
San Francisco, CA
November 2016 - Present

Creative consultant for advertising agencies, marketing consultants, and companies needing creative, strategic, or brand development.

2 Internal Agency Head/Creative Director
MUFG/Union Bank
San Francisco, CA
2013 - October 2016

Personally launched new in-house "start-up" advertising agency (branding it "BUZZ!") at MUFG/Union Bank. Conceived and directed branding and creative for both MUFG, the parent company, and Union Bank.

3 Creative Group Manager
Wells Fargo Bank
Oakland, CA
2008 - 2013

Managed a team of 6 creatives. Day-to-day creative supervision, development, and strategy on multiple lines of business; Diverse Segments, Regional Advertising and Small Business.

4 Associate Creative DIrector
World Savings and Wachovia Bank
Oakland, CA
2003 - 2008

In 2006, World Savings merged with Wachovia making it the nation's 4th largest bank in assets. Instrumental in brand conversion, and change managment for a team of 10.

5 Creative DIrector
Zwillinger Associates
San Francisco, CA
1995 - 2003

Owned and operated advertising/branding agency based in San Francisco. Specialized in dot.com accounts through multiple media channels (Print, Digital Media, TV, Outdoor, Direct Mail and Corporate Identity).