

# JOSH BARTO

CREATIVE DIRECTOR  
& COPYWRITER

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Dallas, TX

joshbarto.com

## SUMMARY

Creative Director and Plant Guy with 15+ years of experience pairing storytelling with results. Especially suited for leading integrated creative across all channels, including traditional, social, web, and on-premise. Forever passionate about refining brand voices and keeping creative teams inspired.

## WORK EXPERIENCE

### RECREATION

#### **CREATIVE DIRECTOR | 2022–PRESENT**

#### ASSOCIATE CREATIVE DIRECTOR | 2021–2022

- Lead creative conceiving, development, and process on all accounts while also acting as a working writer.
- Wear any hat necessary to keep our small agency up and running, including strategist, project manager, and occasional account lead.
- Work in all media, including social (static and video), digital (display and site updates), POP (menu and in-store), and traditional (print and radio).
- Create and refine brand guidelines for clients by refining their brand voice and identity.

### RAZORFISH (PUBLICIS HAWKEYE)

#### **ASSOCIATE CREATIVE DIRECTOR | 2016–2021**

#### SENIOR WRITER | 2014–2016

- Managed overarching creative campaigns through print, OOH, and direct channels.
- Oversaw digital content ranging from entire websites and emails to online articles and videos.
- Develop and promoted large-scale experiences, including two SXSW takeovers and Array, a festival of music, art, and technology.
- Co-led Égalité Dallas, a Publicis BRG for LGBTQ+ professionals.
- Introduced Creativity Food, a program dedicated to feeding our need for inspiration and snacks.

## PAST CLIENTS

7-Eleven

AT&T

American Airlines

Boston's Pizza

Capital One

Jason's Deli

Junior Achievement USA

Pier 1 Imports

Ruth's Chris Steak House

See's Candies

Terminix

TCP Custom Outdoor Living

Throne SPORT Coffee

United Dairy Farmers

USAA

## AWARDS

Silver Cannes Lion,  
7-Election

Bronze Dallas Addy,  
UDF Peach

## EDUCATION

The University of Texas  
Texas Creative, 2008

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CREATIVE DIRECTOR

## MORE EXPERIENCE

TRG

### **BRAND CREATIVE | 2013-2014**

- Rebranded Memorial Hermann hospitals and French Market Coffee.
- Volunteered for assignments including social posts, tradeshow, integrated campaigns, and restaurant branding

THE INTEGER GROUP

### **SENIOR COPYWRITER | 2013-2013**

COPYWRITER | 2010-2012

- Developed interactive and social content with a focus on millennials.
- Adapted to wildly different brand voices on multiple accounts.
- Created the promotional campaigns that drove customers to store and the signage that greeted them when they arrived.

PIER 1 IMPORTS

### **IN-HOUSE COPYWRITER | 2009-2010**

- As the company's only in-house writer, I was thrilled to write everything from eccentric product descriptions and daily emails to radio spots and website content.
- Coordinated with freelancers to ensure all work was covered and completed on time.

## SKILLS & ATTRIBUTES

Highly Motivated  
Fast-Moving Problem Solver  
Conversational Writer  
Strong Presenter  
Experienced Multitasker  
Honest Creative Mentor

## INTERESTS

International Travel  
Houseplants & Gardening  
Experiential Exhibits  
Fitness & Nutrition  
Restaurants & Interiors  
Pop Culture & Social Trends  
Cats (fluffy)