



DON STICKSEL

Creative Technologist

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You're a what? Creative Technologist (CT). Two years ago, I blew up my career and switched from copywriting to CT; going from digital native to a pioneer. I'm on top of the trends and look at new platforms to understand how brands can use them with customers. My thinking process has been rewired. I'm as conceptual as ever, but now I think interactively; about people, how they'll use what I make and how it improves their experience with the brand.

BRANDCENTER

Two years of intensive studies as part of the creative team to solve big brand problems for real clients paying real money for real work.

BRANDS: Audi • Home Depot • AICP • Advertising Week • Venture Richmond • Greenlight Entertainment • NYC • TANG! • Sesame Street • NOVA • NPR • OFF!

CLASSES: Futurology • Mobility • Adaptive Experiences • User Platforms • Data Cultivation • Creating Gravitational Pull • Applied Creative Technology • Information Architecture • Digital Engagement • Brand Campaigns

BEST BUY

2002-'08

COPYWRITER: Created, wrote and produced work in-house for all Best Buy brands during every possible drive time: retail & .com, Geek Squad, and Magnolia A/V.

RANGE: Print, radio, interactive, corporate communications, brand partnerships, direct mail, in-store materials, Sunday circulars, event marketing and customer segments.

VCU BRANDCENTER
2008-'10 – M.A.
Creative Technology

BRAINCO ADV. SCHOOL
2003-'04 – Copywriting

UNIVERSITY OF MN
1998-'02 – Finance

EDUCATION

WHY YOUR AGENCY NEEDS ME

Advertising faces unique challenges in this interactive landscape. Technology is ever changing, ever innovating. Our message is no longer one way; it's not two way between the brand and the consumer – it's multidirectional between all of us. Harness the power of this new social world with a CT to craft unique and powerful messages.

NOT DICKLESS: anagram alter-ego.

BOTH KINDS OF MUSIC: country AND western music blog.

FOUND HIGHWAY: an 8,000 mile road trip to find America on its back roads, away from the expected. No off ramps. No chain restaurants.

BLOGS

ACTIVITIES

BRANDCENTRAL: Founder, VP/President, of the student organization.

Accomplishments: Created manifesto, constitution and identity. Spearheaded first ever student body website (brandcentered.com) and established student funding.

DINOSAUR KILLERS: Founder and cohost of weekly radio show/webcast about advertising and creative technology. Archives @ dinosaurkillers.com.