

Philip Glist

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310-490-2035

Creative Director

July 2007-present

Team One. El Segundo, CA.

Primary responsibility is oversight of all creative content on Lexus.com, as well as Lexus RM and collateral. Also oversee LStudio.com, Lexus' first ever broadband entertainment channel, ensuring the fit of all content and promotion with the Lexus brand. One show, Web Therapy with Lisa Kudrow, received a 2010 Webby Award and will soon move to Showtime, a first for content from a branded channel. Also overseeing Ritz-Carlton and JW Marriott design work, as well as leading creation of an online and social media campaign for new client Belkin. Chosen to attend Hyper Island's Master Class in April, 2010.

In 2009, brought in Heal the Bay as a pro bono client, and led a campaign that broke previous records for volunteer turnout at Coastal Cleanup Day. In production now on a groundbreaking social media campaign. For this project, world famous artists, designers, writers and musicians are creating unique, limited edition conceptual products to be sold on a custom e-commerce site being built in-house by the agency for Heal the Bay.

Freelance Copywriter

1999-2007

Deutsch, Ogilvy NY & LA, Saatchi & Saatchi LA, TBWA/Chiat and many others.

Staff Copywriter

1990-1999

BBDO West. Apple. Best Western Hotels.

Ogilvy & Mather LA-Microsoft. IBM. Pacific Bell.

DDB Needham-Chicago-Carrier Corp. Dial Soap. Ameritech.

Foote Cone & Belding-Orange County-Mazda

Awards: Webby. Communication Arts. One Show. Belding Bowls. National Addys.

Aspiring Copywriter

1987-90

Waiter. Bartender. Bookstore Clerk. Editor. Journalist.
London. Phoenix. Boston. St. Petersburg, FL.

English Major

1980-84

University of Chicago. Graduated with honors.

Personal details, opinions and work samples can be found, respectively at:

www.facebook.com/philglist, <http://twitter.com/pglist> and www.philglist.com