

Steve Biegel

Creative Director

Steve@scarletheifer.com

917-756-5097

Profile

Steve Biegel has helped shape some of the world's leading brands at some of the best ad agency's in the world. As Creative Director, he is responsible for the creation and implementation of successful campaigns in a wide range of categories including, but not limited to, financial services, travel, automotive, technology, healthcare, food & beverages, packaged goods and public service. He has won numerous awards for creative excellence and effectiveness for telling brand stories in a wide range of mediums including television, interactive, print and viral.

Experience

ASSOCIATE CREATIVE DIRECTOR, AMMIRATI & PURIS, NEW YORK, NEW YORK - 1988-1994

Steve was the first ever Junior copywriter hired by this legendary agency. He helped shape consumer perceptions for BMW, Club Med, Nikon, Schweppes, UPS, and RCA.

ASSOCIATE CREATIVE DIRECTOR - ANGOTTI, THOMAS, HEDGE, NEW YORK, NEW YORK - 1994-1995

Worked on Fosters beer, Wild Turkey, Saab automobiles, and Liberty Science Center.

CREATIVE DIRECTOR, KIRSCHENBAUM & BOND, NEW YORK NEW YORK - 1995-1996

Led creative development on mobile phone carrier, food franchise, and cable company.

ASSOCIATE CREATIVE DIRECOR, OGIIVY & MATHER, NEW YORK, NEW YORK, 1996-2003

At Ogilvy Steve worked on IBM, Kodak, American Express, Hershey's, Unilever, Lipitor, and AIG, which Steve won the exclusive David Ogilvy Award and a trip to the Cannes Advertising Festival.

CREATIVE DIRECTOR, DENTSU, NEW YORK, NEW YORK, 2003-2007

Steve helped the Canon brand reach number one by leveraging Maria Sharapova's star quality with the precision of a digital camera. He won three Effie awards for effectiveness.

OWNER, CREATIVE DIRECTOR, SCARLET HEIFER, NEW YORK, NEW YORK, 2007-PRESENT

Co-founder, Creative Director, Steve helps emerging brands break through the clutter by creating conceptual brand messaging and delivering it through viral media, social media, and other web-based solutions, as well as traditional media.

Education

City University of New York

School of Visual Arts, NYC

Skills

Energy, passion and drive for superior solutions for his clients is what makes Steve tick. He combines creative experience with strong leadership skills to evoke best results. Clients enjoy working with Steve because he is collaborative and communicates well with management. Steve can help shape brand messaging for any client and add value to any creative resource for any category.