

Carter Pagel

A culturally fluent, award-winning director, creative director and copywriter with 20+ years in advertising

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EXPERIENCE

Castleview Productions, Austin, TX — Creative Director +Video Director

JUNE 2018 - PRESENT

Responsible for revamping company brand identity, which includes website redesign and management; development of print, banner and video ads for the company; and creation of presentation templates

In charge of developing, writing, pitching and executing all creative concepts for prospective clients as well as existing ones

Director of all video shoots, which includes set design and art direction in some cases

Sanders\Wingo, Austin, TX — Creative Director +Video Director

OCTOBER 2008 - APRIL 2018

Led large teams of creatives in the development and execution of strategic and engaging campaigns for national brands like AT&T, DIRECTV, State Farm and Chevrolet

Started an in-house production company and directed video shoots for clients ranging from local non-profits to a Fortune 10 corporation

Responsible for client-facing presentations of concepts in digital and traditional media

Moon Pie Media, Austin, TX — Video Director

OCTOBER 2012 - JULY 2016

Wrote and directed videos for clients including Whole Foods, CLR, Tarn-X, Kleverlogic and Western Union

Assisted with pre-production, crew assembly and budget management

Latinworks Advertising, Austin, TX — Sr. Copywriter

JULY 2006 - OCTOBER 2008

Created integrated campaigns for a large roster of clients including Bud Light, Hyundai, ESPN Radio, Domino's Pizza, US Cellular and Humana

Wrote TV and radio scripts as well as digital copy for all clients and oversaw production of concepts to completion

SKILLS

Creative direction

Video direction

Strategic development

Employee management

Presenting

Copywriting

Making playlists

AWARDS

2018 Gold District ADDY

AT&T Mentorship Program

2016 Bronze District ADDY

The Holiday Card: The Movie

2015 Silver District ADDY

Integrated Campaign "Finish Thirst"

2009 Gold ADDY

Best National Campaign "Lift It"

2008 Gold Advertising Age

Award "Language of Love"

2007 Gold Advertising Age

Award "Class"

2007 Bronze Cannes Lion

"Class"

LANGUAGES

English and some Spanish

Tocquigny Advertising, Austin, TX — Copywriter

SEPTEMBER 2004 - JULY 2006

Wrote digital banners, marketing emails and website copy for technology brands such as Dell and AMD

SBC Communications, Inc., Austin, TX — Copywriter + Marketing Manager

FEBRUARY 2001 - MAY 2004

Wrote copy for digital banners, marketing emails, direct mail, web pages and customer collateral

Supportkids.com, Inc., Austin, TX — Copywriter

JULY 2000 - JANUARY 2001

Wrote customer communications and website copy

Slingshot, LLC, Dallas, TX — Freelance Copywriter

OCTOBER 1998 - AUGUST 2000

Wrote digital banners and website copy for GTE and CD NOW

EDUCATION

University of Texas, Austin, TX — Bachelor of Journalism with honors

SEPTEMBER 1993 - MAY 1997