

DIANE ANDREONI

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SUMMARY

A highly accomplished and enterprising, top CREATIVE AND MARKETING EXECUTIVE with comprehensive experience in all facets of leading creative teams, brand strategy, implementing and developing creative visions and strategies, and marketing campaigns. A detail-oriented and results-driven forward thinker with a proven aptitude for identifying award-winning, business-building ideas. An adaptable producer with expertise in managing cross-discipline teams and integrating ideas across company paid, earned, and owned media. A disciplined and cost-conscious performer who increases company brand perceptions and places a company as an industry front-runner.

EXPERIENCE

MCDONALD'S CORPORATION, Oak Brook, Illinois

Senior Creative Director, 2003-2015

Served as United States brand ambassador, leading agency creative teams to produce award-winning, business-building ideas across \$1,500,000,000 annual paid, owned, and earned media budget. Named creative excellence champion, responsible for keeping current about pop culture, creative trends, and creative industry talent to inspire global agency creative teams to produce modern creative materials meeting company's gold standards. Led overall creative vision and strategy for consumer communications across company's national calendar and new menu products. Oversaw creative review board meetings and peer-to-peer evaluations for company's national and local agencies.

Wrote and presented brand strategy creative presentations to gain alignment from company's executive leadership, franchisee operators, and field marketing leadership. Directed national and global agencies in development and implementation of creative brand strategy for company national, menu innovation, and ethnic marketing campaigns, including broadcast, digital and social media, print, restaurant experience, and out-of-home. Provided proven creative results, winning 2014 Cannes Lions Creative Marketer of the Year, 2014 National Addy Award, 2014 London International Award, 2014 Mosaic Award, and Effie and Clio Gold (multiple).

Accomplishments:

- Functioned as part of a diversified team with different areas of expertise that successfully launched company's first ever U.S. social media transparency campaign, "Our Food. Your Questions." Answered consumers' questions openly and honestly and helped positively change consumers' brand perceptions on average by 67%, with over 5,300,000,000 paid, owned, and earned media impressions to date.
- Implemented first ever pop-up retail store, "Arches," selling branded merchandise to employees, franchise owners, and consumers for one week and donating 5% of the \$13,000 proceeds to Ronald McDonald House Charities.
- Led design strategy and creative vision for company's "Create Your Taste" menu innovation restaurant test (new customized food experience concept, giving customers freedom to order food via digital kiosks by selecting from menu of real and fresh ingredients to create personalized burgers). Averaged 50% of weekend meal sales in 30 restaurants and will be expanding to 2,000 restaurants in 2015.
- Partnered with Music Dealers and DDB Worldwide to produce emotionally driven Olympics TV campaign, "Celebrate with a Bite," making young New Zealand band, The Wyld, famous (only indie band to make it into U.S. Spotify's top ten most viral tracks during TV air dates in 2014), and creating social engagement success story for brand and band.
- Developed global digital menu board design strategy, highlighting company's food quality story using proprietary food photography and animation. Created brand consistency across 36,000 restaurants.
- Oversaw creative vision for global redesign of company front counter area. Implemented functional design to address gaps in consumer experience by making it easier for customers to order their meals. Increased consumer brand perception scores by 110%.

- Managed development of award-winning U.S. marketing creative strategy coined, "Simple Bold." Introduced new branded design guidelines for company's national and field marketing agencies to use when developing restaurant merchandising. Awarded global marketer award for "Best in the World Marketing, POP."
- Attained 90% improvements in global Ronald McDonald brand by designing gold-standard certification process and requiring all Chief Happiness Officers (Ronald McDonald) to learn and implement it for brand continuity.
- Led the creative direction for McDonald's global agencies, delivering brand consistency across global multi-channel creative materials that were used to bring to life the "Shrek Out" your Happy Meal promotion, which encouraged kids to choose fruit, vegetables, and low-fat dairy in their Happy Meals.

Home Office Director, 1999-2003

Acted as creative director, leading multiple global agencies across company family business while collaborating with over 15 entertainment companies annually to build brand for kids' #1 favorite restaurant. Executed multimedia creative materials for vertically integrated all-family Happy Meal events across calendar year.

- Led the creative direction for global Happy Meal and all-family events that were part of the \$1,000,000,000 ten-year McDonald's and Disney cross-promotional partnership.
- Part of a team that introduced new TY Teanie Beanie bears in McDonald's global Happy Meals. The McDonald's and TY partnership was the most successful Happy Meal promotional partnership ever—adults purchased these Happy Meal toys as collectible investments.

ADDITIONAL EXPERIENCE

ARC WORLDWIDE, Chicago, Illinois, **Group Creative Director**, 1984-1999. Led creative teams to deliver innovative creative solutions for top brands in industry. Analyzed business insights and crafted new business pitches using relevant marketing ideas to help build consumer loyalty. Skilled at developing individual creative talent to build high-performing teams.

EDUCATION

SCHOOL OF THE ART INSTITUTE, Chicago, Illinois, **Bachelor of Fine Arts, Oil Painting**, 2013

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Illinois, **Associates in Applied Science, Commercial Graphic Design**, 1984

AFFILIATIONS

AIGA
Creative Directors' Club

COMPUTER SKILLS

Photoshop, Keynote, Outlook