



RICHARD M. GRAVES
WRITER/PRODUCER/CREATIVE DIRECTOR

2019 - PRESENT: CREATIVE DIRECTOR, IMAGINUNITY

Create concepts and write for all traditional and online media as sole agency copywriter.

2017 - 2018: SENIOR MANAGER, CREATIVE SERVICES, INTERSTATE BATTERIES

Managed team of 10. Collaborated with team members to create advertising and promotions for internal customers and national accounts such as Lexus, Land Rover, Volkswagen, Toyota, Honda and Infiniti.

2011 - PRESENT: RICHARD GRAVES MARKETING & ADVERTISING

Provide traditional and online concepts, copy and production for agencies and direct clients ranging from TV and radio spots to POP to websites, blog articles and e-mail. Also assemble and manage teams of freelancers as needed.

1998 - 2011: SENIOR VICE PRESIDENT/CREATIVE DIRECTOR, LEVENSON & HILL

Creative department head and sole agency copywriter. Concepted, wrote and produced work in collaboration with internal team, freelancers and production companies that consistently exceeded creative standards and marketing goals. Responsible for internal, client and new-business presentations.

OTHER AGENCY EXPERIENCE

- Tracy-Locke/DDB Needham, Senior Writer
- Larkin Meeder & Schweidel, Senior Writer
- Bozell & Jacobs, Writer
- DBG&H, Senior Writer/ACD

ACCOUNT EXPERIENCE

Consumer

Frito-Lay, Borden Dairies, Embassy Suites Hotels, Holiday Inn, Poulan/Weedeater, GTE, Samsung, Service Experts, Southwestern Bell Mobile Systems, Siemens, "The Dallas Morning News," Frozen Ghost Vodka, Wet 'n' Wild.

Retail and Restaurant

Zales, The Container Store, Rent-A-Center, Rug Doctor, 7-Eleven, Church's Chicken, Black-eyed Pea, Furr's Family Dining, Hacienda Colorado, Petra Fresh Mexican Bistro, Lone Star Steakhouse & Saloon.

Financial

Texas Commerce Bank, Fidelity Investments, American Express Retail Division, Cashworks/GE Money, The Associates, Bank of America, Capital One Auto Finance, American National Bank of Texas, Keystone Bank.

Real Estate

HomeVestors (We Buy Ugly Houses), MedProperties, Mobil Land Development, Pulte Homes, US Home, Ryland Homes, The Austonian, The Crescent, Swearingen, Ebby Halliday Realtors, Ellen Terry Realtors.

Automotive

Interstate Batteries, Peterbilt Motors, Alon/Fina, Sewell Cadillac, Safelite AutoGlass, Chacon Automotive/Mazda.

Transportation

Dallas Area Rapid Transit, DFW International Airport, Southwest Airlines Cargo, Greatwide Logistics Services, OmniTracs, RoadLink Intermodal Logistics, J.S. Helwig & Son Trucking, uShip, Cessna Aircraft.

Charitable/Non-Profit/Educational

SMU Cox School of Business, I am Second, Booker T. Washington High School for the Performing and Visual Arts, Literacy Volunteers of America, AT&T Performing Arts Center, Boy Scouts of America, Dallas Theater Center, Billy Graham Evangelistic Association, UNT Dallas.

AWARDS/RECOGNITION

"Communication Arts," Radio Mercury Awards, "Print" Magazine, ADDY Awards, Dallas Society of Visual Communications, Dallas Advertising League, Golden Radio Awards, Telly Awards. Seminar Speaker, Transportation Marketing and Sales Association; Addy Awards Regional Judge.