



GARY BOSTWICK

CREATIVE DIRECTOR

PROFILE

Nationally recognized copywriter and creative leader with nearly two decades of experience developing 360° integrated campaigns and working for some of the world's finest brands.

Winner of Shorty Awards and Gold National ADDYs; work featured by AdAge, Adweek, Agency Spy, The Atlantic, BuzzFeed, Communication Arts, The Dieline, The Drum, Fast Company, Golf Channel, PRINT Magazine and more.

SPECIALTIES/KEY INTERESTS

Brand campaigns, brand identity, product naming, new product/service concepts, packaging, sustainability marketing, social good/cause marketing, environmental design concepts.

CONTACT

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WORK EXPERIENCE

CREATIVE DIRECTOR @ THE VARIABLE

January 2023 - Present

Manager of multiple creative teams and productions: Notable clients: BASF, Lumos Fiber Internet, Merz, Thurgood Marshall College Fund, Ultima.

ASSOCIATE CREATIVE DIRECTOR @ THE VARIABLE

July 2016 - January 2023

Creative team leader of flawlessly executed big ideas. Notable clients: BASF, Char-Broil, Electrolux, Lowes Foods, Oklahoma Joe's, Procter & Gamble.

SENIOR COPYWRITER @ THE VARIABLE

June 2011 - June 2016

Notable clients: BB&T Bank, Coca-Cola, Duke Health, HanesBrands, Lowes Foods, Mission Health, Softe, Spin Master, Steamboat Resorts.

CO-OWNER @ SUNSHINE BEVERAGES

May 2013 - March 2018

Sunshine is the original pick-me-up that's full of good energy, with just enough caffeine, no artificial nonsense and a healthy dose of optimism.

COPYWRITER @ MULLEN

May 2010 - May 2011

Notable Clients: BASF, CSC, McGladrey, Novartis Animal Health.

COPYWRITER @ POINT TO POINT

August 2006 - May 2010

Notable Clients: COSE/Medical Mutual of Ohio, Fauquier Health System, Lutron Electronics, Moen, Sherwin-Williams, United Way.

BRAND PLANNING INTERN @ PUBLICIS NEW YORK

June 2005 - August 2005

BOS Division: Assisted in planning for Whirlpool and Zurich Financial Accounts.

ACCOUNT EXECUTIVE @ SCENE MAGAZINE

June 2003 - August 2004

Outside sales of print advertising in alt-newsweekly publication (New Times, Inc.).

EDUCATION

M.A. ADVERTISING @ UNIVERSITY OF TEXAS AT AUSTIN

August 2004 - May 2006

College of Communication, Summa Cum Laude (3.98 GPA); Texas Creative portfolio sequence.

B.A. COMMUNICATION STUDIES @ CANISIUS COLLEGE

August 1999 - May 2003

Magna Cum Laude (3.74 GPA); All-College Honors Program; full academic scholarship.

AWARDS & HONORS

2023 SHORTY AWARDS: WINNER (SOCIAL ACTIVISM)

Woombies — The Official Protest Plushie

AMERICAN ADVERTISING AWARDS: JUDGE'S PICK & BEST ART DIRECTION

Duke Medicine "Serious Cough" 0:30 TV; Lowes Foods "Carolina Food Bizarre"

PRINT MAGAZINE: WINNER REGIONAL DESIGN ANNUAL

Buck O'Hairen's Legendary Sunshine packaging

COMMUNICATION ARTS: WINNER DESIGN ANNUAL

Buck O'Hairen's Legendary Sunshine packaging

AMERICAN ADVERTISING AWARDS, CHARLOTTE: BEST OF SHOW

Lowes Foods Integrated Re-brand Campaign

AMERICAN ADVERTISING FEDERATION: 3 GOLD ADDYS, 1 SILVER

National ADDY Awards in Washington, D.C.