



## In the COMPANY of IDEAS

404.316.9730.V • 215.344.4040.F • murph@murph.cnc.net • www.inthecompanyofideas.com

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### the VIRTUAL CREATIVE DIRECTOR

Nourishes an atmosphere that fosters "what if" and "how about" thinking. Establishes and implements creative strategies. Guides other executive management on forward-thinking positioning. Collaborates with internal and external advertising and sales promotion agencies, resources and consultants to reach measurable goals.

### BENEFITS

- Infectious creative energy
- 'What if', 'how 'bout' thinking to grow/expand a company/organization or build a brand
- Fostering of atmosphere that encourages aggressive, measurable creative strategies
- An objective outsider's perspective "in the inner sanctum"
- Enhancement of management vision
- Maximizing of creative output by existing internal and third party vendors
- Active interaction with sales force to develop ideas/opportunities
- Smooth transitions from strategic thinking to tactical implementation
- Communication, clarification, reinforcement of organization's mission, core beliefs and values
- Nurturing of network of creative talent to supplement existing internal and third party resources
- Direction of creation of communications materials for all audiences
- Identification of outstanding communications agencies and consultants and establishment of relationships to best utilize their capabilities when needed
- Management of real/perceived barriers and obstacles to work being completed as committed

### DELIVERABLES

- Strategic and tactical creative direction
- Budget management
- Measurable performance

### DETAILS

- Long-term agreement, descending monthly fee plus performance incentive
- Project-based plus performance incentives
- Time and materials plus performance incentives
- Plus performance incentives