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# Raffael Altmann | creative director

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Integrated marketing specialist for > direct marketing > brand identity > interactive > advertising > promotions > [this is what I offer](#):

## 1 - [experience](#)

- Meredith Corporation | '05 - '06 | senior creative director
  - concept development & creation of CRM programs within Meredith Integrated Marketing | coordinated operations and staff between NY, LA and Des Moines offices | won 3 major New Business assignments (P&G, Hyundai, Citibank), which generated over \$13.2 MM in revenue
- 141 worldwide | '03 - '04 | executive VP, creative director
  - responsible for all Through-The-Line & direct marketing/CRM campaigns | supervise staff of 14 | plan budgets | lead concept development | coordinate New Business efforts
- Renegade Marketing Group | '96 - '03 | creative director
  - integrated marketing, focus on brand ID, interactive, DM, guerrilla | manage staff of 12 plus strategic freelance resources
- Marketing Corporation of America | '92 - '96 | creative director
  - direct marketing & promotions | manage department of 18
- Ketchum Advertising | '90 - '92 | ACD
- Lintas | '82 - '90 | senior AD
- McCann | '78 - '82 | AD

## 2 - in-depth professionalism | [marketing disciplines](#)

- corporate ID development
- website development
- advertising
- event/guerrilla marketing
- direct marketing
- online marketing
- promotions

## 3 - clients served: [consumer](#):

- P&G
- Coca-Cola
- Timberland
- Casio
- Citibank
- J&J
- Lipton
- Nestlé
- Brown&Williamson
- Allied Domecq
- Nautica
- van Heusen

## [b2b/b2c](#):

- Panasonic
- Daikin AC
- JVC
- IBM
- Fraser Papers
- Brother Electronics
- Interadnet
- Hyundai

## 4 - [results](#)

- at Meredith:
  - won P&G scale marketing account
  - won Hyundai DTC & DTB business | “Reality Check” program delivered 23% response rate
  - won Citibank/Home Depot Reward Card launch business
- Panasonic Computer Company integrated campaign 2x Effie winner | sales increase from 30MM to 300MM within 3 years
- panasonic.com - developed integrated design template, user-friendly interface, targeted microsites, informative stickiness, end-user relevant content (not too much of it)...the numbers underscore the success
- Interadnet high-impact b2b DM program generated 77% response

## 5 - well-defined [objectives](#) for agency:

- increase range category expertise - variety adds stimuli = better work
- build creative showcase - why are we in the business in the first place?
- make money

## 6 - personal & fiscally [prudent](#) management:

- empower people, let them risk failure, look for commitment
  - “good enough” is not good enough
  - internal communication is just as critical as external
- manage & exceed clients’ expectations
- be accountable on all levels

## 7 - high [creative](#) standards:

- establish measurable goals/client satisfaction parameters
- achieve recognition from industry peers:
  - create programs that generate PR
- “blood, sweat & tears”
  - where is the strategic idea?
  - explore options, apply finesse
  - have fun, but feel the pain

## 8 - level-headed priorities | [Weltanschauung](#):

- spend qt with my 6-year old son
- painting, traveling
- “cut to the chase”

There are easier jobs than trying to keep a free-spirited creative department motivated, focused and productive. But "easy" has never held Raffael's interest.

With over 20 years of award-winning marketing experience, Raffael's work reflects his own cross-channel experience, which ranges from developing customer relationship marketing programs to advertising to site design — all underpinned by a customer-driven approach to branding and creative marketing.

After consulting with Meredith Integrated Marketing for several months, he joined as Senior Creative Director in 2006. His main responsibility is to develop marketing strategies that allow Meredith to capitalize on its custom-publishing strength and heritage and to amortize the insights to craft tightly-targeted, content-relevant customer loyalty programs. His campaigns resulted in winning the P&G Scale Cohort Multi-Brand Marketing business, the Hyundai DTC and DTB business, and the Citibank-Home Depot Rewards Card launch business.

Prior to Meredith, as Executive Creative Director of 141NY, now absorbed by Ogilvy, Raffael was responsible for the entire creative platform. He lead a team of 14 art directors, copywriters and designers, primarily on BAT and Allied Domecq.

He joined 141 after 7 years at Renegade Marketing, where he was a Senior Partner, Creative Director. As a founding member of Renegade, the agency grew from a 6 person team to a full service integrated marketing company of 48. There he was responsible for developing award-winning Through The Line programs for Panasonic Toughbook computers - winning an Effie award - Casio G-Shock watches, Citibank C2it division and IBM among others. On the interactive front, he spearheaded the creation of panasonic.com, including the design of customizable applications and permission marketing programs.

Prior to his switch from "traditional" advertising, Raffael had worked at Marketing Corporation of America on accounts like American Express and Chemical Bank. His advertising career began at McCann on Coca-Cola and The New York Times, before moving to Lintas, where he created campaigns on high-profile accounts such as IBM, Timberland, J&J and dietCoke, winning many of the industry's top honors.

Raffael is a native of Munich, Germany, studied in the US and in London and is happily settled as an ex-pat in Connecticut. He loves his family, his daughter Alana, who is a brilliant, budding writer at NYU and his son Alexander, who is an equally brilliant 5-year- old artist as well as an expert on the Titanic, sharks and dinosaurs. No fan of wussy golf, Raffael prefers skiing, hiking and flying all over the world to exotic places in order to pursue his love of history and art. Even as a painter, he does not shy from a creative challenge.

[ready?](#)

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