



JIM BOSHA CREATIVE DIRECTOR

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Chief Copywriter, ECD
Kreineast + Associates/ON Ideas

10/2007-9/2009

B2B & DTC for High-Tech, BioMed, Specialty Insurance and Financial clients.
Heavy Direct Mail, Web, Radio, Outdoor and Print.

Television & Radio
Print/Out-of-Home
Interactive
Direct & Promo
Guerrilla

EVP, Executive Creative Director
Campbell Mithun (McCann WorldGroup)

7/1995-10/2007

From Group Creative Director to Chief Creative and Managing Director
of New York office.

Packaged Goods
Health & Beauty
Entertainment
Pharmaceuticals
Food & QSRs
B2B

SVP, Creative Director
Ogilvy

7/1988-7/1995

From Senior Copywriter to ACD, then group CD at New York headquarters,
creative liaison with Ogilvy London office.

Unilever
General Mills
SmithKline
Pfizer
Pepperidge Farm
Cadbury
Citibank
WCBS TV New York
WBZ TV Boston
Infinity Network
Warner Group
H&R Block
Honeywell
St. Ives
Kraft/General Foods
American Express
Bulova
Continental Tire
Catlin/Lloyds [UK]
BD Biosciences

VP, Senior Copywriter/ACD
Della Femina Travisano & Partners

12/1982-7/1988

From junior copywriter to VP, ACD with Entertainment and Media group.

*"I have always been struck by Jim's ability to not only generate great ideas, but ideas that that can transform the image
of a business at every level. He is a brand builder."*

Tom Pratt, Sr. VP, Group Creative Director, Young & Rubicam

"Jim is one of the most results-oriented creative people I know...and a joy to work with."

Bob Sherman, CEO, Co-Founder, Della Femina, Sherman

*"Jim is a wonderful talent with a unique voice and razor sharp wit. He's passionate about communicating through the written
word and can be counted upon to raise the creative bar."*

Wendi Messing Gilbert, VP, Senior Producer, Ogilvy

"Jim is simply the best creative director I've worked with in my entire 30 years in the marketing communications industry."

Don Kvam, EVP, New Business, Campbell Mithun/McCann Worldgroup

"At Ogilvy Jim was one of the people I looked up to and tried to emulate. He is passionate, clever, a great wordsmith and presenter."

Mark Kelly Creative Director, JWT