



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