

Richard G Apel  
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### **Freelance/Contract**

September 2012 to Present

- Worked as player/coach, managing and writing
- Wrote digital and social media work for Dell and U.S. Money Reserve
- Served as acting Creative Director for Wheeler Advertising during new national account start-up with the largest RV dealership in North America—LazyDays
- Promoted solar energy use at SunPower Corporation
- Encouraged more investors to put their money into a Schlotzsky's franchise by rewriting their corporate sit

### **GSD&M**

Group Creative Director December 2006 to September 2012

AT&T, Southwest Airlines, University of Arkansas, University of Arkansas, Cancer Treatment Centers of America

- Helped start the DRTV group for the AT&T account
- Managed three to four creative teams at a time
- Led the creative group in producing nearly 100 DRTV commercials in six years
- Turned a multi-million dollar investment into a billion dollar revenue stream for AT&T
- Program was so successful that even after AT&T merged with Bell South and Cingular, taking their brand business elsewhere, we kept the DRTV business at GSD&M
- Brought in \$6 Million to the agency annually

### **Targetbase Omnicom Group**

VP • Creative Director February 1998 to December 2006

Southwest Airlines, P&G Multi-brands, Pampers, Campbell's, Flavia, MovieBeam, Oral-B, Acura, TXU, Opti-Free Express, Legal Grounds Coffee, pampers.com, clerzplus.com

- Managed up to eight creative teams at a time
- Led the creative team on Acura Parts and service for seven years
- Helped set up a Variable Digital Printing program that allowed dealers to customize each DM piece for each customer
- Response rate jumped from 4.4% to more than 15%
- More than 95% of Acura dealers paid to participate
- Also was creative lead on The Rapid Rewards business for Southwest Airlines for eight years
- Their main goal was to reach a 70% online booking rate for Rapid Reward Members in three years
- Convinced them to jettison #10 envelopes for more creative and interactive direct mail, e-mail and Jet Bridge Posters
- They reached the 70% goal a year early

**The Lord Group Young & Rubicam**  
Senior Writer June 1996 to January 1998

RadioShack, Sprint

- Worked to change perception of RadioShack
- Helped to “demystify” electronics through unique creative approach
- Store image went from a place to go for small electronic stuff into an open resource to get answers to electronic questions
- Helped RadioShack surpass the 7,000 retail location mark—second only to McDonalds at the time

**Phillips, Team & Myers**  
Senior Writer September 1993 to June 1996

Texas Rangers Baseball, American Cancer Society, Panhandle Slim, Roto Rooter, Indian Creek Bingo

- Helped turn a small, unknown agency not known for its creative into a “go-to” creative boutique for local businesses

**BloomFCA! (now Publicis)**  
Copywriter August 1989 to May 1992

IronKids Bread, Carnation, Libby's, TeamBank, MADD, Skaggs, Jewel  
Osco, Owens Restaurants, Partnership for a Drug Free America

- First legitimate chance at national branding campaigns for broadcast, print and outdoor

**Fellers & Gaddis**  
Copywriter February 1988 to November 1988

3M, Burlington Northern, Austin Lyric Opera, Alliance Bank, Pecan St. Lager, Junior League of Austin

- First writing job out of school
- Earned \$5/hr, and I was glad to get it. “You want fries with that ad.”

**Education**  
The University of Texas Austin  
August 1987 • BS in Creative Advertising  
Studied under Dr. Leonard Ruben

**Former Interests After Four Kids:** Guitar, Film, Music, Baseball, Eating, Sleeping, Fishing and Egg Toss