

Pat C. Doyle

Creative Director

801-362-8755
1266 E. Cedar Mtn. Cir.
Alpine, UT 84004

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Profile

I've spent the last 13 years building brands and businesses. As a copywriter/producer my work has won awards at the local, regional and national levels. I've found the most success leading creative teams, growing business and working with my clients to achieve real marketing and advertising results.

Experience

CEO/Creative Director, Banik Communications; Great Falls, Montana — 2009-2010

Lead a complete agency rebranding initiative, implemented new agency management software, ran accounts management and receivables, developed new business process, helped establish an ESOP and oversaw all departments of the agency including account service, media, public relations, production and creative. Served on the board of directors. Direct supervision of 18 individuals.

Creative Director, Banik Communications; Great Falls, Montana — 2004-2009

Guided all creative efforts for the agency including new business pitches, creative presentations, and creative strategy. Directed all brand management efforts for clients. Wrote and produced award winning creative in nearly every medium. Served on the board of directors. Direct supervision of 6 individuals.

Senior Copywriter, Ayres Kahler; Lincoln, Nebraska — 1999-2004

Responsible for copywriting and broadcast production. Worked closely with creative director to establish client branding efforts. Presented creative concepts to clients, senior staff and coworkers.

Freelance Copywriter, La Crescenta, California — 1998-1999

Worked primarily with agencies, including McKee Wallwork, New Mexico and Young & Rubicam, New York. Local clientele. Developed award winning creative and branding for clients. Structured new business pitches.

Copywriting Intern, Young & Rubicam; New York, New York — 1998

Copy responsibilities for national retail clients, script writing, content creation. Assistant broadcast producer.

Education

Brigham Young University, Provo, Utah — Bachelors of Arts, Marketing Communications — 1998

Minor, Business Management; Minor, Philosophy.

Service/Recognition

Board of Directors, Great Falls Voyagers; Great Falls, Montana — 2009-2010

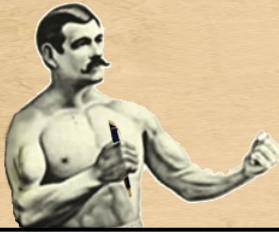
Served as the marketing liaison to the rookie league, short-season affiliate of the Chicago White Sox.

Eagle Scout, Boy Scouts of America - 1984

Skills

Brand development and management, healthcare marketing, financial marketing, social marketing, copywriting, broadcast production, creative direction, new business and business leadership.

References available upon request.



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Clientele

Healthcare Services

Benefis Healthcare/Foundation
Big Sky Rx
Billings Area Indian Health Service
Blue Cross & Blue Shield of Montana
Centers for Disease Control
Community Health Network
Livingston Health & Rehabilitation Center
Madonna Rehabilitation Hospital
Maria Dean Medical Center
Mary Lanning Memorial Hospital
Montana Cardiovascular Health Program
Montana Department of Health & Human Services
Montana Diabetes Program
Montana Hospital Association
Montana Newborn Hearing Screening Program
Montana Orthopedics
Montana Public Health Association
Montana Tobacco Use Prevention Program
Mountain-Pacific Quality Health Foundation
Navajo Area Diabetes Program
Nebraska Healthy Heart Coalition
North Central Montana IPA
North Central Primary Care Associates
North Valley Hospital/Foundation
Northcentral Primary Care Associates
Northern Montana Hospital
Park Place Health Care Center
Purvis Chiropractic
Ridgeway Pharmacy
Spectrum Medical
St. James Healthcare
St. Patrick's Hospital
St. Peter's Hospital
West Park Hospital

Retail/Service Business

Bresnan Communications
Central Plumbing & Heating
Chinook Wireless
Flawless Auto Body
Great Falls Baseball Club
Horizon Air
International Home Foods
Lincoln Airport Authority
Lincoln Electric Service
Montana Lottery
Nebraska Lottery
S&S Manufacturing
Travel Time RV

State/Government

Cascade County DUI Task Force
Family Connections Montana
Great Falls Chamber of Commerce
Great Falls Community Food Bank
Great Falls Emergency Services
Great Falls Orthopedic Associates
Great Falls Police Department
Lincoln Food Bank
Montana Department of Agriculture
Montana Department of Labor & Industry
Montana Department of Revenue
Montana Department of Transportation
Montana Early Childhood Program
Montana Fish, Wildlife & Parks
Montana PBS
Montana Secretary of State
Nebraska Food Bank
Nebraska Soy Bean Board
Nebraska Workforce Development
USDA - Natural Resources Conservation Service

Financial Services

Farmers State Bank
First Federal Lincoln Savings & Loans
Mountain West Bank
Pinnacle Bank
TierOne Bank
Union Bank
Valley Bank of Kalispell

Business to Business

Biocor Animal Health
Hi-Line Moving Services
JTL Group/Knife River Corp
Montana Contractors Association
Nelcon, Inc.
Pacific Steel & Recycling
Southern Montana Electric
Vally Irrigation
Valmont Industries
Westbred, LLC

Other

Lewis & Clark Foundation
Opportunity Link
Red Cross of Montana
Russell Country
The History Museum
U.S. Marine Corps Toys for Tots