

TOMAS KOHOUTEK

CREATIVE DIRECTOR

718.413.8227
KOHOUTEKONLINE@GMAIL.COM
TOMASKOHOUTEK.COM

PROFILE

Award-winning Creative Director / Designer with over 20 years of experience leading and visualizing integrated, digital, video, TV, and print campaigns for a variety of B2B & B2C clients.

SKILLS & ABILITIES

Big-picture thinker and hands-on creator with a passion for unique ideas, a keen eye for detail, and expertise in creative direction, art direction, design, branding, digital, video, TV, print, social media, direct marketing, cross-functional team leadership, research, production, and project management — including scheduling and coordination of resources.

COMMUNICATION

Strong visual, written, and verbal communication skills, including the ability to provide constructive feedback to teams and collaborate effectively with writers, production companies, account managers, and clients.

LEADERSHIP

Ability to lead cross-functional teams, manage multiple projects simultaneously, collaborate with stakeholders to develop marketing goals and strategies, and meet tight deadlines, while maintaining the highest standards of quality.

EXPERIENCE

- | | |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017 – Present | <p>CROW CREATIVE AGENCY
Creative Director</p> <p>Creative leadership on SPECTRUM, SPECTRUM BUSINESS, AUL, and STRIDE brands.</p> |
| 2015 – 2017 | <p>WILSON RMS
Associate Creative Director</p> <p>Creative leadership on NATIONWIDE, SUEZ ENVIRONMENT, and KAISER PERMANENTE brands.</p> |
| 2012 – 2015 | <p>ERWIN PENLAND
VP Creative Director</p> <p>Creative leadership on Creative leadership on VERIZON FIOS, VERIZON WIRELESS, and CIT BANK</p> |
| 2006 – 2012 | <p>FCB
Senior Art Director</p> <p>Developed creative campaigns for a range of clients including GERBER, KRAFT, OREO, GEVALIA, NABISCO, NIVEA, FISHER-PRICE, HP, VERIZON WIRELESS, AVAYA, NESTLÉ, 2010 US CENSUS, CA, USDA, AMGEN, and TEVA</p> |
| 2003 – 2006 | <p>DRAFTFCB
Art Director</p> <p>Created inspiring visual concepts for print, online, and Point of Sale media for BANK OF AMERICA and MERRILL LYNCH</p> |

EDUCATION

- | | |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 1999 – 2003 | <p>FASHION INSTITUTE OF TECHNOLOGY, NYC
Communication Arts and Information Technology —
Graduated with Summa Cum Laude honors</p> |
| 1994 – 1997 | <p>CZECH TECHNICAL UNIVERSITY, PRAGUE
Information Design</p> |

AWARDS

IMA Award — CIT Bank **Art Directors Club Award**
Webby — Verizon **Effie Worldwide** — U.S. Census
Addy Award — Oreo — Gold, Silver, and Spirit

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BIO

Tomas Kohoutek is an award-winning Creative Director, author, and illustrator based in New York City. With over 20 years of experience, he has played a pivotal role at renowned creative agencies worldwide, including Mad Dog & Englishmen, Draft, FCB, Erwin Penland, and Hill Holiday, where he's led the development of integrated print, digital, and video marketing campaigns for a diverse B2B and B2C clients. Since 2017, Tomas has been instrumental at Crow Creative Agency, a boutique advertising firm in New York City, where he continues to pioneer innovative creative campaigns and communication strategies for Spectrum and Spectrum Business.

Categories and Clients: Tomas' career spans Telecom, Tech, Financial Services, Insurance, Automotive, Retail, Healthcare, and Pharma, among other categories. Throughout his journey, he has served industry giants such as Charter Communications, Verizon, Avaya, Fujitsu, HP, CA Technologies, Bank of America, Merrill Lynch, CIT Bank, Nationwide, AUL, Gerber, Nestlé, Kraft, Oreo, Gevalia, Nabisco, Nivea, Fisher-Price, the 2010 US Census, Amgen, and Teva. He has also collaborated with notable figures such as Ridley Scott (for a cross-promotion of his Prometheus movie with Verizon) and Venus and Serena Williams (for Nabisco's Diet Like a Diva campaign).

Skills: Tomas excels in creative direction, art direction, video and TV production, branding, digital and print media, social media, research, and direct marketing. He is both a big-picture thinker and a hands-on creator, driven by a passion for cutting-edge ideas and a commitment to transforming them into impactful realities. Beyond his creative talents and strong design sensibilities, Tomas is known for his ability to lead cross-functional teams, manage projects, and oversee production processes with precision. He thrives on hard work, efficiency, discovering opportunities in unexpected places, fostering environments where bright minds can thrive, and nurturing lasting client relationships.

Awards: IMA Award, Webby, Addy Award, Effie Worldwide, Art Directors Club Award, Howie Award

Check out Tomas' work at TomasKohoutek.com.