



THOMAS MARTIN PUCKETT

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CREATIVE DIRECTOR WITH STRATEGIC VISION

- Proven expertise in luxury goods, fragrance, cosmetics, haircare, skincare, fashion and quality brands
- Maintain strategic focus throughout creative process
- Design, develop, and supervise holistic communication through advertising, in-store, collateral, website
- Identify, sharpen, and evolve brand value through creative communications
- Quickly identify strategic goals, and develops creative responses to meet them

PANTENE & DDF DOCTOR'S DERMATOLOGICAL FORMULA 1999 - present

Promoted to E.V.P., Global Creative Director, P&G Beauty, Grey Advertising, New York

- Successfully lead global creative vision for Pantene, taking it from a \$1B to over \$3B brand
- Built a high performing unified global creative network out of multiple regional cells
- Develop strategically sound creative ideas executed with excellence and leveraged across all touchpoints
- Clarify brand values and objectives, designed training & reward programs to encourage them
- Creative leader on three brand relaunches in 2000, 2004, 2006 with record breaking results in both share and profit
- Increased branding and prestige value perception with self-initiated global pack shoot, endframe signature, logo redesign, and selling line projects
- For DDF Skin Care, engineered new purpose and equity vision, created first print campaign, QVC design look

ESTÉE LAUDER COMPANIES: ARAMIS & DESIGNER FRAGRANCES 1996 -1999

Executive Director of Creative, Aramis / Tommy Hilfiger, New York

- Revitalized flagging Aramis brand with new ad campaign, in-store, collateral, and innovative tester and display units in synergistic, cost-effective plan
- Helped build Tommy and Tommy Girl to #1 and #2 positions through TV and print ads with Toth Advertising
- Designed and supervised ads, in-store, scent-strips & blow-ins for North American markets for 4 brands and 6 licenses
- Successfully launched Hilfiger Athletics and Tommy Shop fragrance, bath & body lines
- Increased business by up to 40% for Lab Series for Men with newspaper ad campaign placed in financial section
- Designed “@ Where Men Are” prototype web site and magazine to extend brand reach
- Supervised task force teams, freelancers, photographers, and post-production

L'ORÉAL- PARIS, 1989 -1994

Promoted to International Creative Director from Sr. Art Director, Publicis-Conseil, Paris

- Kérastase, Laboratoires Garnier, Plénitude
- Art directed over 20 international print and TV product launches for skin, sun, hair, and fragrance
- Managed international teams and creative adaptations
- Designed packaging, collateral, and display elements
- Consulting for Armani, Jaques Fath, Iceberg Jeans

REVLON, BACCARAT, CHRISTOFLE, VIDAL SASSOON, LA PRAIRIE, GIVENCHY

Grey 1983-85, Bozell Jacobs 1985-86, Peter Rogers & Assoc. 1986-89, Sacks & Rosen 1995-96, all New York

- Launched Revlon's “Most Unforgettable Women in the World” campaign, shot by Avedon
- Developed print and TV for Vidal Sassoon, Baccarat, Bally, Blackglama, Givenchy, Judith Leiber, La Prairie
- Worked on web-site exploratory for Crane and Baccarat

New York University, M.A. 1987 • University of Virginia, B.A. 1982, *cum laude* • Fluent in French, working on Italian!

