

# JUDITH AUSTIN

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## SUMMARY

Award winning Creative Director with a domestic and international marketing communication background, committed to transferring real-world experience into the classroom. By emphasizing both strategic thinking and the brand development process students begin to understand how to produce effective, creative communication. Unique strengths in:

- Managing the creative process in a classroom setting resulting in students acquiring the ability to conceive creative communication that is memorable, results oriented and innovative
- Enhancing brand recognition and creating brand differentiation

## PROFESSIONAL EXPERIENCE

### BOSTON UNIVERSITY

2004 – present

#### **Associate Professor, College of Communication**

Course listing:

- Art Direction/Advanced Art Direction
  - Developed as a new course, officially added to the undergraduate and graduate curriculum of the College of Communication, Boston University.
- Portfolio Development, undergraduate and graduate levels.
- Fundamentals of Creative Development, undergraduate level
- Represented Boston University at the New York One Club 2005 Educational Summit

### THE AUSTIN GROUP, Boston, MA

2003-present

#### **President**

Founded award winning brand development and strategic marketing firm to work with clients in a variety of industry segments.

#### **Recent Awards**

- Creative recognized in The 47th Annual Hatch Awards
- Gold MarCom Award for an integrated smoking cessation campaign

### ISM, Boston, MA

1999 – 2003

#### **Executive Vice President, Creative Director**

- Directed, as part of four member executive team, creative and brand development, as well as day to day management for all agency clients including: Four Seasons Hotels and Resorts, Hong Kong Tourist Association, American Express Travel, Massachusetts Port Authority, Cordia Senior Living (member of the Lend Lease Group), BostonCoach / A Fidelity Company, The Islands of the Bahamas, Canadian Tourism Commission.
- Developed strategic planning and creative platforms as part of core agency new business team that secured the following key accounts: American Express Travel, Cordia Senior Living, BostonCoach, Canadian Tourism Association, Barbados Tourism Association.

- Provided creative management and oversight for internal publication group that produced three consumer magazines. The latest effort, the launch of a new magazine to promote tourism for Canada called *Pure Canada*.

CC & D COMMUNICATIONS, (COSMOPULOS, CROWLEY AND DALY), Boston, MA 1993 – 1999

**Executive Vice President, Principal/Creative Director**

- Managed creative and brand development work as well as maintaining profitability on all agency clients, including: Massachusetts Convention Center Authority, Greater Boston Convention and Visitors Bureau, Waterville Valley Resort, Norton Abrasives, Clair Motors, Seaport Hotel.
- Co-directed an effective new business team that generated a series of major account wins such as: Stratton Mountain Resort, The National Lottery of Greece and the Sunrise Resort Hotel and Casino.

MCDUGAL AND ASSOCIATES, Peabody, MA

1991 – 1993

**Creative Director**

- Provided creative oversight on all agency clients as well as new business. Wins included: Marriott Hotels and International Resorts, Tyco International and the Massachusetts Port Authority.

HILL, HOLLIDAY, CONNORS, COSMOPULOUS, Boston, MA

1986 – 1991

**Vice President, Senior Art Director**

- Secured new business wins with Ethan-Allen Furniture, Revlon and Towle Silver.
- Led brand creative work for The Boston Globe, The Massachusetts Lottery, Revlon, Ethan Allen Furniture, Spalding Golf Equipment, Hyatt International Hotels, Towle Silver.

HUMPHREY, BROWNING, MACDOUGALL, Boston, MA

1981 – 1986

**Senior Art Director, Creative Supervisor**

- Supervised all creative work for Parker Brothers Games, WBZ-TV Channel 4, and New England Oldsmobile Dealers.

**OTHER RELATED EXPERIENCE**

- Selected as a judge for *Communications Arts* – Advertising Annual competition held in Palo Alto, California, as well as the Andy Awards, and the San Diego Advertising Club.
- Delivered commentary on Super Bowl advertising during guest appearance on New England Cable News.
- Presented at the Communications Career Conference sponsored by the Advertising Club of Boston.
- Taught marketing and communication courses at the graduate and under graduate levels at Rhode Island School of Design and Emerson College, as well as the Ad Club Creative Course for the Advertising Club of Boston.

**EDUCATION**

BFA, University of the Arts, Philadelphia, PA

**ADDITIONAL TEACHING EXPERIENCE**METROPOLITAN COLLEGE, BOSTON UNIVERSITY

2005-2007

Course listing:

- Portfolio Development for Advertising
- Fundamentals of Creative Development

EMERSON COLLEGE

1996-2001

**Adjunct Professor, Department of Communication**

Course listing:

- Principles of Marketing Communication
- Foundations of Creative Thinking
- Copy & Layout II

RELATED EXPERIENCE:

- Advised on advertising communication studies curriculum development.

RHODE ISLAND SCHOOL OF DESIGN

1992-1995

**Adjunct Professor, Department of Continuing Education**

Course listing:

- Management and the Creative Director

RELATED EXPERIENCE:

- Advised on advertising communication studies curriculum development.
- Member of the RISD Portfolio Review Committee.