

Chip Fuller
714.307.5434

Professional Experience

2004 - Present

FAR Marketing: Irvine, CA

Position: President

Responsibilities: Oversee "virtual agency" of advertising and marketing professionals. Brand Development and Management. Creative Idea Generation and Execution.

2000 - 2004

Foote, Cone & Belding: Irvine, CA

Position: VP/Group Creative Director

Accounts: Taco Bell • Hong Kong Tourism • Smokey Bear

Responsibilities: Lead Creative for Taco Bell's National Value/Promotional campaigns as well as National Merchandising and Local Store Marketing efforts.

1999 - 2000

Kupper Parker Communications: St. Louis, MO

Position: Creative Director

Accounts: Shoe Carnival • Anheuser Busch • Primary Web Works

Responsibilities: Leadership for 12 creative staffers.

1997 - 1999

D'Arcy, Masius, Benton & Bowles: St. Louis, MO

Position: Creative Director

Accounts: Southwestern Bell • Pacific Bell • Pillsbury

Responsibilities: Creative leader for Bell/Pillsbury Group.

1996 - 1997

Bozell, Worldwide: Orange County, CA

Position: Associate Creative Director

Accounts: Taco Bell

Responsibilities: Headed up Taco Bell National Kid's Team.

1987 - 1996

Foote, Cone & Belding: Chicago, IL

Position: Copywriter 1987-1990

Position: Associate Creative Director 1990-1996

Accounts: Kraft • S.C. Johnson Wax • Canada Dry • Pearle Vision

Responsibilities: Primary creative client contact for S.C. Johnson (Raid) and Kraft (Tombstone Pizza). Creator of two decade running campaign, "What Do You Want On Your Tombstone?"

1984 - 1987

Leo Burnett: Chicago, IL

Position: Senior Media Planner/Buyer

Accounts: Keebler Co • Pillsbury • Heinz • Hewlett Packard.

Education

May 1984

University of Notre Dame: BBA with marketing emphasis;

Military Service

1977 - 1980

United States Marine Corps: Sergeant.

Personal

Married high school sweetheart, Linda, in 1984. Together we are raising our six (that's right, six) children: Alexandra, Robert, Griffin, Maverick, Indy and Cali.