

# TIMOTHY COHRS

## CONTACT

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## PORTFOLIO

timothycohrc.com

## OBJECTIVE

To position brands, products, and services for success in highly competitive markets through the power of outstanding creative: concept, design, and content.

## EXPERTISE

20 years positioning products and services for adoption and growth in consumer electronics, e-commerce, retail, and technology. Experienced in vision setting, strategic positioning, identity systems, in-store programs, launches, naming, site development, online and traditional advertising, collateral, hangtags/flashers/packaging. Have built, mentored, and inspired creative teams as large as 40 to award-winning excellence.

## EMPLOYMENT

**KNOWLEDGE UNIVERSE**, Portland, OR

**Creative Director**, 2010-present

- Built full service, in-house agency for for-profit education brands
- Established strategic platform for brand refreshes
- Introduced new in-center signage programs for multiple brands
- Developed integrated outbound marketing campaigns- b2c and b2b

**Brand Consultant**, Berkeley, CA, 2008-2010

- Worked with online, brick-and-mortar, and service clients
- Direct mail, site development, naming
- Developed launch strategy and identity for news service iPhone app

**WAL-MART, INC.**, Brisbane, CA

**Creative Director**, 2006-2008

- Directed two geographically separate design teams, totaling 37
- Created and hired west coast in-store design team
- Produced dramatic in-store comp sales increases
- Led agency search to update free standing insert (FSI) program
- Established new strategic guidelines for FSI product focus
- Built partnerships with merchants, vendors, outside agencies

**RETAIL BRAND ALLIANCE**, Enfield, CT

**Vice President, Creative Marketing**, 2004-2005

- Orchestrated brand makeover of Casual Corner and Petite Sophisticate
- Translated merchandise directional change into marketing materials
- Developed new packaging, signage, hangtags, bags, direct mail
- Built consensus among owner, merchants, store operations
- Led in-house team and outside vendors, directed photo shoots

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**EDDIE BAUER**, Redmond, WA

**Divisional Vice President, Creative Director**, 2003-2004

- Directed photography, creative for all apparel and home catalogs
- Chose models, photographers, locations for 28 catalogs/year
- Restored morale to art/copy/production teams during bankruptcy
- Bridged stakeholder gaps with merchants and executives
- Addressed cultural concerns of German, Japanese catalog affiliates
- Responsible for \$16MM photography production budget

**NORDSTROM**, Seattle, WA

**Creative Director, Full Line Stores**, 2002-2003

- Led large in-house art/copy/production team of 40+
- Partnered with under-performing merchants to grow sales
- Revised direct mail design standards to reflect brand status

**P3M ADVERTISING**, Los Gatos, CA

**Vice President, Executive Creative Director**, 1999-2002

- Expanded agency billings via improved creative reputation from \$12MM to \$36MM
- Set and implemented strategic direction for enterprise service providers
- Launched numerous e-commerce sites (MatchMaker.com, Embark.com)
- Developed highly effective lead generation program (70% read-through)
- Directed identity, naming, packaging, site design, awareness campaigns
- Interfaced regularly with client C-level executives

**LVL ADVERTISING**, Palo Alto, CA

**Executive Creative Director**, 1996-1999

- Launched original PalmPilot (identity, packaging, campaigns)
- Created go-to-market materials for Velo and Nino handhelds for Philips
- Developed team culture of listening and persuasion
- Pushed expectations higher for creative solutions
- Fostered strong working relationship with account services

**GAP, INC.**, San Francisco, CA

**Vice President, Creative Director**, 1988-1996

- Developed Clio-winning ad campaign to reposition Gap brand
- Led teams that created brand identities for Old Navy, babyGap
- Launched creative introducing Gap to Germany, France, Japan
- Set brand voice for Gap, GapKids, babyGap, Old Navy
- Built and mentored in-house creative teams
- Worked closely with C-level staff during rapid company expansion

## **EDUCATION**

M.A., New York University- American Art and Architectural History

M.F.A., Cornell University- Creative Writing

B.A., Beloit College- Creative Writing, Phi Beta Kappa, Cum Laude

Direct Marketing Certificate, New York University- Marketing, Statistics,  
Creative, and Finance

## AWARDS

Addy Award, 1997 - 2002

Print Campaign, Web Site, Self-Promotion, Poster (Vitria, Portera, LVL, P3M)

Maggie Award, 1991 & 1992

Best Corporate or In-House Publication (Gap, Inc.)

Council of Fashion Designers of America, 1991

Special Award for Creativity in Advertising (Gap, Inc.)

Clio Award, 1989 & 1990

Best Specialty Retail Advertising (Gap, Inc.)

San Francisco Show, 1991

Gold Award, Black and White Campaign (Gap, Inc.)

## RECOMMENDATIONS

"Tim is an excellent creative director to work with. He built a world class creative team from the ground up....He's an amazing writer and he can direct all types of creatives including designers, writers, and photographers."

**Patsy Hauer, VP Creative Services, Wal-Mart**

"I had the privilege of working with Tim for more than 7 years at two separate advertising agencies. During that time I found Tim's management style to be inspiring, refreshing, empowering. He drives his employees to create great work and always rewards them when they have done so."

**Jonna Rossi, Green Tea Group**

"Working with Tim on the Wal-Mart account was a rare opportunity. Tim truly understands photography and how crucial it is in enticing shoppers and changing perceptions. In a field filled with creatives who often have no idea what it takes to get photography done, Tim is a brilliant eye..."

**Lisa Elin, Creative Director, Photography, Saatchi & Saatchi X**

"Tim Cohrs is not only a creative visionary and exceptional leader but also a proficient mentor whose no nonsense approach tempered with a great sense of humor made it a privilege to work for him. Even when given the task of managing the creative department for the world's largest company Tim had proven time and time again that his vast experience, professionalism and creativity were unsurpassable assets."

**Cherie Skilton, Creative Services Manager, Wal-Mart**