

# Scherrer

RESUME, RANDALL SCHERRER

## **RANDALL SCHERRER ADVERTISING** 1986 - Present

Transamerica. In-N-Out Burger. Furr's Cafeterias/Bishop's Buffets. Outdoor Products Backpacks. Foxwoods Resort & Casino. Mystic Lake Casino. Stardust Casino. Bonfit. Various Health Care. Taco Bell. Hamburger Hamlet. Cleveland Golf. Mag-Lite. Chevrolet. Mexicana. Amblin Entertainment. Universal Pictures. Paramount Pictures. MGM. Disney. New Line Cinema. Miramax. Sony Pictures Entertainment. Fox Kid's Club. 20th Century Fox. Carrows Restaurants. Prosoft. Leitch. DNF Controls. Affinity Group. Netgateway. GeoLogistics. Dairy Queen. ReplayTV. Cal Spas. Balboa Instruments. Sonnenblick - Del Rio. Dremel. Clear Factor. Enterprise Partners. Inside Approach. Boston Medical Group. Easy Life Furniture. Sit 'n Sleep.

## **BLAKE, WALLS & ASSOCIATES (LA)** VP/Partner - Creative Director.

Wienerschnitzel Restaurants. Johnson & Johnson Health Management. First Born. Coca Cola West. Triax Entertainment. The Culver Studios. GTG Entertainment. UTA French Airlines. California Magazine. California Trial Lawyers Assn. World Runners.

## **ASHER/GOULD (LA)** Vice President Creative Director.

Pioneer Chicken. Pabst Beer. Various Retail/Health Care. Subaru Dealers. National Council On Alcoholism. Southern California Cable Association.

## **YOUNG & RUBICAM - MARSTELLER (LA)** Assoc. Creative Director.

Flying Tigers. Clarion. Informatics. California Museum of Science & Industry.

## **DELLA FEMINA, TRAVISANO (LA)** Creative Supervisor.

Magic Mountain. PSA. Isuzu. Becks Beer.

## **YOUNG & RUBICAM NEW YORK** Creative Supervisor.

Excedrin. Pabst Beer. Dash. Clairol. Johns-Manville. Certs. Oil of Olay.

## **FOOTE, CONE & BELDING (Chicago)** Art Director.

Dial Soap & Anti Perspirant. Kraft. Raid. Shout. Zenith.

## **JIM WELLER & PARTNERS (Milwaukee)** Art Director.

Florence Eiseman. Spur Gasoline. Local Accounts.

University of Wisconsin - Milwaukee. Fine Arts Major. Anthropology Minor.

UCLA. Various courses in continuing education.

Art Center College of Design. Instructor.

References available upon request.

Responsibilities have included planning of strategies, creation of advertising & promotional including Direct Response and Branding Campaigns for National and Regional Advertising . Hands-on supervision (including writing, art direction and production) of Print, Broadcast (TV & Radio & Sales Videos), New Media (Web and Interactive) Collateral, Outdoor, Point of Sale and Sales Promotion. Mac proficient in most programs. Budgets have varied from \$2500 to \$250,000. Media budgets from \$100,000 to over \$20,000,000.

Member: New York Art Directors Club - Signatory: SAG, AFTRA, AFM

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- BIOGRAPHY -

## **Randall Scherrer, Creative Director**

Trained in art, music and photography, Randall Scherrer started his career as an Art Director at nationally recognized, Jim Weller & Partners, in Milwaukee. Since then, he has held positions at major international advertising agencies in Chicago, New York and Los Angeles. He has worked on numerous leading, nationally advertised brands such as Kentucky Fried Chicken, Taco Bell, Chevrolet, Dial Soap, Kraft, Clairol, Excedrin, Oil of Olay, Dash, Certs, Mag-Lite, Transamerica, Becks and Pabst beers.

Randall has won awards at virtually every post he's held. He received international acclaim for his role as Creative Director of the surreal campaign for Flying Tigers air cargo.

After being appointed Creative Director of Asher/Gould, Randall was instrumental in remodeling the Los Angeles shop from a local, retail agency with low visibility, to an award-winning one handling national brands such as Pabst.

Having written, art directed and produced over 800 Consumer, Retail and Direct Response Commercials, he prides himself at being the consummate creative person. He is well versed in all communication media, including print advertising, TV and radio commercials, new media (Web, interactive, etc.), collateral, outdoor, POS and sales promotion.

Currently, Randall has his own consulting business and works as a hands-on Creative Director for a select number of agencies and advertisers, including major entertainment companies.

A member of the Art Director's Club of New York, and a former instructor at the prestigious Art Center College of Design in Pasadena, Randall lives in the Hollywood Hills with his wife, Renee and son. His son, Max, a recent graduate of Haverford College, is now teaching English in South Korea. A former City Council appointee to the Hollywood Citizen's Advisory Committee and mayoral advisor to the Los Angeles Department of Transportation as well as a former board member of the Whitley Heights Civic Association, Scherrer has been active in community affairs. He is a founding member of The Planetary Society and has been a certified skipper with Pacific Sailing.