



Personal Mantra

Creative ideas can change the world.

Current Position

- Title:** Marketing Creative Lead + Copywriter, Marketing & Outreach, Communications Group, Bureau of External Relations and Advocacy (BERA), United Nations Development Program (UNDP), New York.
- Primary Role:** Creation of marketing ideas, copy and content for internal and external UNDP projects and publications across print, digital, and social media.
- Key Outputs:** Creative lead and co-writer on UNDP Annual Report (2019, 2018); Co-writer on UNDP Annual Report (2017); Copy editor and proofreader across key UNDP and BERA reports, brochures and events; UNDP Shop online store (website, emails, social media, product development, seasonal campaigns); External marketing creative campaigns ("When? By 2030", "Will Not Win", "This Before That", "Covid Contradictions"); Internal marketing campaigns (People for 2030, Sexual Harassment, UNDP 360°, Creative input on launch of SDG Impact and Country Support Platforms; Support Social team with new concepts and copy; Creative content for UNDP lobby digital billboard; Creative content for The Lion's Share Fund digital and social platforms, presentations and events including "The Species' Share" campaign; Acting OIC for M&O team whenever required.

Work History

- 2020-Present: Marketing Creative Lead + Copywriter (TA), United Nations Development Program
- 2017-2020 Marketing Copywriter (IC), United Nations Development Program
- 2016-2017: Copywriter + Creative Lead, New York (Freelance)
- 2015-2016: Author, *The Advertising Concept Book (3rd Ed.)*, Thames & Hudson
- 2013-2015: Creative Director, Organic/BBDO, New York
- 2010-2013: Creative Lead (Copy), Wunderman/Y&R Group, New York
- 2008-2010: Creative Lead (Copy), Digitas, New York
- 2002-2008: Professor, Advertising Design, Syracuse University
- 2000-2008: Freelance Senior Copywriter, New York
- Ad Agencies:** Griffin Bacal DDB, Dweck, Gyro, Sawyer Miller, Frankfurt Balkind
- Design Firms:** Wolff-Olins, The Sterling Group, Gensler, ATM Studio, MSL, Syrup
- 1995-2000: Art Director, Ogilvy & Mather, London

Publications

The Advertising Concept Book: Think Now, Design Later – A Complete Guide to Creative Ideas, Strategies & Campaigns by Pete Barry (Thames & Hudson)

Currently in its 3rd edition, this book was developed during a college teaching position, and has become a bestselling guide for professionals and students in marketing, advertising and further afield. Available in English, Chinese, Russian and Polish. For reviews and more information, visit advertisingconceptbook.com

Awards

Cannes: Silver Lion winner - TV/Cinema (Client: Guide Dogs For The Blind)

Creative Circle: Bronze winner - TV/Cinema (Client: Guide Dogs For The Blind)

One Show Interactive: Finalist - Integrated Branding Campaign: Online (Client: Levi's)

Webby Awards: Finalist - Mobile Advertising (Client: Levi's)

AIGA: Winner - Branding Strategies (Client: Sam Goody)

Clio Awards: Gold winner - Environmental Design (Client: Toys 'R' Us)

One Show: Finalist - College Competition(s) (Instructor)

Archive: Winner - International Student of the Year (Instructor)

CMYK: Winner - Advertising competition(s) (Instructor)

Communication Arts: Review of *The Advertising Concept Book*

The Pentagon, Washington DC: Finalist - 9/11 Pentagon Memorial Competition

Clients

AT&T, Aveda, Best Buy, Camper, Citibank, Coca-Cola, Dell, Ericsson, Ford, Guide Dogs For The Blind, Johnnie Walker, Kimberly Clark, Kodak, Land Rover, Levi's, Olay, Pfizer, P&G, Quaker, Sam Goody, Toys 'R' Us, Unilever, United Airlines, United Nations Development Programme (UNDP), WBGO

Education

1995: Post Graduate Diploma in Copywriting & Art Direction, Watford College, UK

1993: BA (Hons) in Economics, Liverpool University, UK

Portfolios

For UNDP work, please see attached samples

petebarry.com

vimeo.com/pbarry

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References

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