



**PETER ANDERSON**

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PETE @ HeyItsPA.com

www.FPAscene.com

## **I am a relationship-driven culture builder with award winning creative chops.**

With over two decades of extensive agency and corporate experience, I know how to build award-winning creative teams that are successful at strengthening the bonds between customers and brands by rallying behind the power of an idea, the strength of a strategy and the effectiveness of technology.

*“Where people aren’t having any fun, they seldom produce good work.” — David Ogilvy*

## **Professional Experience**

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### **Executive Creative Director: RILEY HAYES**

January 2024 - Current

Brands: New Horizons Academy / Nautilus Solar / Hexagon

I was brought back to Riley Hayes in the effort to set sail anew and refocus objectives. To these goals, I've positioned the creative for success; I've brought new clients to the table, lifted the agency's presence and worked to build awareness. At Riley Hayes, we Create With Joy. We bring humanity to humanity and build real relationships with customers that produce real results.

### **Group Creative Director: DELUXE CORPORATION**

December 2018 - September 2023

Brands: Deluxe / Deluxe+ / Small Business Revolution / Shop Deluxe

Evolved production studio to become the award-winning internal creative agency as the brand transformed from a 100+ year-old manufacturer into a FinTech leader who's' products touch approximately a third of the US economy.

- Partnered in building careers for 40+ member team
- Between 2021 and the end of Q3, our team delivered nearly 15,000 tactics for over 6 thousand projects
- Through the worst of the pandemic and chaotic job market that followed, creative services maintained a 100% retention rate
- Directed creative deliverables for seasons 3 – 6 of the reality show Small Business Revolution, which had an audience of nearly 500K subscribers across multiple digital channels including Hulu
- Directed UI experiences for over 150 different web experiences including e-com and enterprise platforms
- Represented Deluxe as expert/speaker at many internal and external events
- Led teams to deliver a multiple of 7X ROI for creative product on marketing programs

### **Creative Director: 3E AGENCY / LIFE TIME FITNESS**

February 2016 - December 2016

Brands: LT Training / LifePower Yoga / AMP-EDG-PWR / GTX / Alpha / LT Kids / LT Events

Charged with leading the creative staff on the Marketing, Acquisition and Retention Team which produced marketing for new-member sales leads, accounting for 80% of total company income. Reported and presented regularly to the executive team and various other business owners, especially on unique strategic opportunities on behalf of the CEO.

### **Group Creative Director: THE LACEK GROUP / OGILVY WORLD WIDE**

June 2010 - February 2016

Clients: Ford Motor Company / Carnival Cruise Lines / Enterprise Car Rental / National / Alamo / Ameriprise / Chase-United / Chemours / Alaska Airlines

Oversaw many blue-chip brands' 1:1 data-driven, multi-channel creative solutions, developed in partnership with cross-functional teams. In doing so, was also responsible for helping expand financial objectives for business development within each client portfolio. While there I significantly impacted company culture, defined project process, and earned local and international awards.

While managing creative teams, we achieved impressive results:

- 16% year-over-year increase in member acquisition for National
- Whooping 150% increase in Alamo club membership
- Delivered 80% higher response rate than any previous year's campaign and generating more bookings than any direct marketing campaign in the recent history for Carnival Cruise Lines
- Rebranded and on-boarded 3 loyalty program identities for Enterprise Holdings Inc, touching over 10M members and increasing customer engagement by double digits.
- Grew ongoing client-agency relationship with a 25% increase in scope growth the following years
- Awarded International Silver from DMA's for Carnival campaign

continued...



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## Additional Experience

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### Senior Art Director: RILEY HAYES ADVERTISING

Lead creative for a variety of clients in all business sectors; B2B and B2C. Responsibilities included team building and design direction, project development and new business creative development.

Brands: Northwest Airlines / Deluxe Corporation / Health Partners / McDonalds / 3M

### Senior Art Director: JOHN RYAN PERFORMANCE

Lead designer on retail-based multi-disciplinary projects for financial retail environments.

Brands: Citibank | PNC Bank | Citizens Bank | Bank of America

### Senior Art Director: BLACK DESIGN, Minneapolis, MN

Senior designer on retail-based multi-disciplinary projects for consumer retail environments.

Brands: Target | Gabbert's Furniture | Bachman's Nursery

### Designer: COLLE MCVOY, Bloomington, MN

Provided both strategic and creative solutions for international and national brands across both print and digital channels for B2B and B2C communication objectives.

Brands: Winnebago Industries | Redwing Shoes | Croplon Genetics | Novartis Animal Health | Bayer Enviro Science | CHS

### Jr. Art Director IQ MARKETING, Minneapolis, MN

Brands: American Family Insurance | Nebraska Lottery | CART Racing

## Awards

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AdFed The Show

Gold: Gentleman's Cuts / SBR / Deluxe 2022

Silver: Pride Campaign / Deluxe 2023

Silver: It's Whats Next / Deluxe 2022

Bronze: Taste of Rhondo / SBR / Deluxe 2022

Bronze: I Make It Happen Website / MN Office of Higher Education 2008

Silver: International DMA Echo Award

"WAVE" Campaign / Carnival Cruise Lines 2015

## Academics

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Adjunct Professor: Bethel University / St. Paul, MN

Adjunct Professor: Northwestern College / St. Paul, MN

## Education

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Bachelor of Arts (BA) | Bethel University, St. Paul, MN

College of Visual Arts | St. Paul, MN

Dunwoody College | Minneapolis, MN

## Just In Case

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Diesel Mechanic: AMP Of WI

Led mobile mechanic team to service power company's vehicle fleet for a variety of service issues. Changed lots of oil filters.

Got greasy.

Produce Clerk: HEB / Central Market, Austin, TX

Provided samples. Inspected produce for deadly spiders.

## Projects

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### RACE TEAM MANAGEMENT

County Cycle Masters CX Team

Responsible for all team related projects, marketing, and budgets for nationally recognized cyclocross race team.

Crossniacs Syndicate CX Team

Responsible for all team-related projects, marketing, and sponsorship budgets for internationally recognized cyclocross race team. RIP.

## Associations

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Board Member: Finnish American Chamber of Commerce, Minnesota Chapter

Spring 2025 - Current

Board Member Alumni Board Member: Dunwoody College

Spring 2004 - 2007

Marketing Director: North Star Bicycle Festival

Fall 2015