

PETER ANDERSON

438 Totem Road

St. Paul, MN 55119

651 302 4089

[PETER@HeyItsPA.com](mailto:Peter@HeyItsPA.com)

www.HeyItsPA.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

Chief Executive Manager / Partner: AGENCY61

Current

At Agency61 we start with ideas that make everything else make sense. The beating heart of your brand. The signal hiding in the noise. The direction worth committing to. Inspired by Route 61 and the North Shore of Lake Superior, we believe progress comes from paying attention. We blend strategy with instinct, clarity with personality, and intelligence with joy. Creating work that actually goes somewhere. We're here to help brands find their way, and then go.

Executive Creative Director: RILEY HAYES

January 2024 - July 2026

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.

Group Creative Director: DELUXE CORPORATION

December 2018 - September 2023

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

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

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 and a whopping 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 3 loyalty program identities for Enterprise Holdings Inc, touching over 10M members
- Grew ongoing client-agency relationship with a 25% increase in scope growth the following years

continued...

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Additional Experience

Senior Art Director: RILEY HAYES ADVERTISING

Senior Art Director: JOHN RYAN PERFORMANCE

Senior Art Director: BLACK DESIGN, Minneapolis, MN

Designer: COLLE MCVOY, Bloomington, MN

Jr. Art Director IQ MARKETING, Minneapolis, MN

Awards

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

Adjunct Professor: Bethel University / St. Paul, MN

Adjunct Professor: Northwestern College / St. Paul, MN

Education

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

College of Visual Arts | St. Paul, MN

Dunwoody College | Minneapolis, MN

Just In Case

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

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

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

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