

Roger Hurni

Managing Partner, Chief Creative Officer - Off Madison Ave

Roger.Hurni@offmadisonave.com

Summary

A deep range of national and multi-national agency and account experience. Including accounts such as ABC, Arizona Office of Tourism, Cox Media, Doubletree Hotels, Gulf States Toyota, Nike, Pei Wei, PETsMART, Safeway, Starwood Hotels, Wells Fargo

Experience

Managing Partner, Chief Creative Officer at Off Madison Ave

October 1998 - Present (17 years 5 months)

Brand development and implementation, creative strategy and conceptual multi-channel planning.

Associate Creative Director at RIESTER

July 1996 - September 1998 (2 years 3 months)

Art Director at Freelance

August 1993 - September 1998 (5 years 2 months)

Freelance brand development for national and multi-national agencies such as TBWA Chiat/Day and Cramer-Krasselt.

Art Director at McCann Erickson

June 1991 - July 1993 (2 years 2 months)

Art Director at Phillips-Ramsey

1985 - 1991 (6 years)

Skills & Expertise

Marketing

Creative Strategy

Creative Direction

Integrated Marketing

Email Marketing

Mobile Marketing

Brand Architecture

Brand Awareness

Advertising

Digital Marketing

Brand Development
Television
Copywriting
Branding & Identity
Art Direction
Social Media
Brand Management
Strategy
Strategic Communications
Market Research
Digital Strategy
Interactive Marketing
Start-ups
Online Advertising
Online Marketing
Marketing Strategy

Education

Glendale Community College
AA Fine Art, Graphic Design/Fine Art, 1982 - 1985

Organizations

K2 Adventures Foundation

Board Member
January 2015 to Present

Walter Cronkite Endowment Board

Board Member
January 2007 to 2014

The Arizona Interactive Marketing Association

President, Board Member
April 2010 to December 2014

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1 person has recommended Roger

"Roger was my first art director-partner and he made my transition into that world wonderful. We worked on the Doubletree Hotel account and he was always positive, always upbeat, and full of life, good humor and jokes. To me, he represented what a writer/art director team should be, and was always pushing the creative envelope. Fast forward several years later. Now I work for Roger at his agency, Off Madison Ave., as a senior writer on the Arizona Office of Tourism account. What a privilege to be working for a future-forward firm with such a talented leader at the helm, as well as a staff that's top-notch."

— **DD Kullman**, worked directly with Roger at Phillips-Ramsey

[Contact Roger on LinkedIn](#)