

Derek O’Leary  
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## **Curriculum Vitae**

### **EDUCATION**

M.A. in Advertising (Art Direction), May 2011- VCU Brandcenter  
B.A. in Advertising, June 2008- Michigan State University

### **ACADEMIC APPOINTMENTS**

Robertson School of Media & Culture at VCU (Fall 2020-Present)  
Instructor

### **HONORS/AWARDS**

Promising Professor Award (2023) Mass Communication and Society (A division of the *Association for Education in Journalism and Mass Communication*)

PRSA Richmond’s Award of Excellence for Capital: External Video Program (2021)  
Co-Creator and Producer of *Virginia Lottery’s Friday Funday Social Media Program*

Most Valuable Professor (2021) Selected by the VCU Women’s Volleyball team for being the team captain’s “most impactful professor.”

PRSA Richmond’s Capital Best in Show Award & Award of Excellence for Paid Social Media (2018)

Third Place in Red Bull’s National Flugtag Competition (2013)

Oscar Mayer’s Hot Dogger Challenger Winner (2009)

Michigan State College of Communication Art’s& Sciences Dean’s List (Fall & Spring 2006, Fall & Spring 2007)

Selected as Shaheen Chevrolet’s campaign of choice for the MSU Advertising Campaign Agency competition (2008)

College of Communications Arts & Sciences Endowed Scholarship (2007)

National Broadcasters Association Internship Scholarship (2005 & 2006)

National Association of Recording Merchandisers Platinum Scholarship (2004)

### **WORK EXPERIENCE**

## Virginia Lottery

### Experiential Marketing Specialist (2019-2020)

- Strategist and manager of the industry's first mobile app for the Virginia Lottery and Keno launch
- Supervised and coordinated over 150 Lottery branded events in a year period
- Creative director for Virginia Lottery's partners and internal creative team on video, advertising and marketing projects.

## O'Fung Studios

### Co-Owner (2018-Present)

- Create illustrations based on culture with a lean towards local Richmond culture and beer. Work has been shown and sold in local Richmond businesses (Brick+Mortar) and Etsy.
- Commissioned for illustration and design work from music artists and festivals
- Previously Experiential Events contractor for the Virginia Lottery and manager of the spokesperson, Game Guy

## Storywerks

### Director Of Amusements (2016-2018)

- Produced, designed and managed Virginia Lottery's new consumer event activations and sponsorships
- Managed appearances of spokesperson Game Guy and his revamped social pages
- Designed and managed Virginia Lottery sports partnerships including promotions, in-stadium activations and arena signage.
- Developed and implemented digital campaigns, Game Guy's Holiday Dash and Frogger ticket.

## Barber Martin Advertising (Now renamed "Yebo")

### Event Manager/ Event Producer (2014-2016)

- Working on Virginia Lottery and their spokesperson, Game Guy to create memorable engaging one-on-one experiences with consumer segments at events and sponsorships
- Advanced Game Guy's social media content

## Big River Advertising

### Gameologist/ Event Manager (2012-2014)

- Worked to develop the spokesperson, Game Guy for the Virginia Lottery as part of the brand's re-launch campaign
- Created and managed Game Guy's social channels
- Researched and designed events with a small marketing budget, including the use of Guerilla marketing tactics

- Implemented expanding events team with brand ambassadors

Oscar Mayer

“Hot Dogger” Brand Ambassador (2008-2009)

- Created and executed hundreds of on-site events across the country for the Wienermobile
- Represented the company in local and national media outlets
- Asked to represent the company with a high-profile tour in Hawaii for the first time in 18 years

The State News

Senior Account Manager (2006-2008)

- Created sales plans that clients adopted as advertising strategy
- Contributed to cross-platform sales of over \$ 2 million annually for the nation’s largest collegiate newspaper

95.5 FM WBRU

Supervisor and Intern Coordinator (2005-2006)

- Supervised 32 interns over two summers for various radio station’s promotions

## **TEACHING EXPERIENCE**

Courses taught at Robertson School of Media and Culture at VCU

MASC 204 Story (FA 2022, SP 2023)

MASC 383 User Experience (FA 2023)

MASC 399 Empathy (FA 2020, SP 2021, FA 2021)

MASC 450 Style (FA 2020, SP 2021, FA 2021, SP 2022, FA 2022, SP 2023, FA 2023)

MASC 451 Invention (SP 2021, FA 2021, SP 2022, FA 2022, SP 2023, FA 2023)

MASC 459 Judgment (FA 2020 [two sections], SP 2021, SP 2022, FA 2022)

MASC 481 Completeness (FA 2021, SP 2022, FA 2022, SP 2023, FA 2023)

Teaching Assistant at Michigan State University

Professor Emeritus Bruce Vanden Bergh’s “The Creative Process” class (FA2007, SP2008)

## **RESEARCH EXPERIENCE**

Research Assistant at Michigan State University

Assisted with Professor Emeritus Bruce Vanden Bergh’s research study of using metaphors in creative advertising

## **TRAVEL/ EXPOSURE TO CULTURE EXPERIENCES**

Studied Abroad in China and Japan in Advertising (2006)

## **ASSESSMENT**

Judge for VCU's Student Advertising Awards aka "The RAMMYs" (2022, 2023)  
Judged 17 categories and over 150 entries for the student advertising awards presented by the VCU Ad Club.

Judge for Robertson Rush (2021)  
Provided creative feedback and judged work for 10 groups of students on their final projects.

Judge for Camp Adventure (2020)  
Provided creative feedback and judged work for 8 "bunks" of students' final projects

Reviewer for Fall 2019 Robertson School Portfolio Showcase

## **PRESENTATIONS**

Guest on "*Limed: Teaching with a Twist*" podcast from Elon's Center for Engaged Learning. August 2022, posted September 2023 Topic: *Opportunities to Make Group Work Authentic*

Guest Speaker for Peyton Rowe's Imagination PR (MASC 394) Spring 2022 and Fall 2023 Topic: *Everything all At Once: Integrated Campaigns*

Guest Speaker for the VCU Honor College's Berglund Seminar (Spring 2021) Topic: *Experiential Advertising*

Guest Speaker for Kaitlin Hanger's Multimedia Design for PR (MASC 335) Fall 2020 Topic: *Experiential Advertising*

Guest Speaker for Lisa Dance's Brand Experiences class (Spring 2016) Topic: *Experiential Advertising*

Speaker for Robertson School of Culture at VCU Research Roundtable (Fall 2020) Topic: *The Engagement Barrier*

Virginia Lottery "Game Shows"  
Created and produced 15 unique hour-long "game shows" and 40 fifteen-minute "game shows" for specialized audiences at Comic Conventions, Beer festivals and Music festivals.

## **AWARDS WON BY STUDENTS WITH WORK CREATED IN MY COURSES**

2023, Silver, Richmond Advertising Club's Ad Show Awards, Student Category, "The Work in Progress Museum" Client: Torpedo Art Factory; Art Director: Erika Corchado; Copywriter: Llambo Pali; Creative Director: Derek O'Leary

2023, Silver, American Advertising Federation Local ADDY Awards, Hampton Roads/Richmond Region, Illustration, Client: Topo Chico, Art Direction: Daniel Thompson, Art Direction & Copywriting: Sarah Stork, Professor / Creative Director: Derek O'Leary

2023, Shortlist, National Competition: The One Club's Young One's Brief Competition, Client: Spotify Art Director: Erika Corchado; Art Director/Editor: Avery Martin, Copywriter: Bria Files; Creative Director: Derek O'Leary

2022, Bronze, Richmond Advertising Club's Ad Show Awards, Student Category, "Tame the Mess" Client: Black & Decker; Art Director: Madison Hewlett; Creative Director: Derek O'Leary

2022, Bronze, Richmond Advertising Club's Ad Show Awards, Student Category, "#LetsTalk" Client: WhatsApp; Art Director, Graphic Designer, Producer: Emma Hultgren, Copywriter: Kaitlyn Harrison; Creative Director: Derek O'Leary

2022, Silver, American Advertising Federation Local ADDY Awards, Hampton Roads/Richmond Region, Magazine Campaign, Client: Con-Air, Art Direction: Anna Duma, Copywriting: Mia Dickerson, Professor / Creative Director: Derek O'Leary

2022, Silver, American Advertising Federation Local ADDY Awards, Hampton Roads/Richmond Region, App, Client: Con-Air, Brand: Books-A-Millions' Thirsty App, Art Direction: Kaeleb Cielo, Art Direction: Wynter Cannatelli, Copywriting: Ben Koch, Professor / Creative Director: Derek O'Leary

2022, Silver, American Advertising Federation Local ADDY Awards, Hampton Roads/Richmond Region, Ambient Media (Guerilla Marketing) Single Occurrence or Installation, Client: Five Below, Art Direction: Nhan La, Copywriting: Reese Pope, Professor / Creative Director: Marcel Jennings, Professor / Creative Director: Derek O'Leary

2022, Shortlist, National Competition: The One Club's Young One's Brief Competition, Client: Bang & Olufsen; Art Director: Malcolm Simien; Art Director/Editor: Sofia Mofhadaszadeh-Ahrabi, Art Director: Madison Hewlett; Creative Director: Derek O'Leary

2022, Shortlist, National Competition: The One Club's Young One's Brief Competition, Client: Call of Duty; Art Director: Emily Heer; Copywriter: Hayden Taylor; Creative Director: Derek O'Leary

2022, Shortlist, National Competition: The One Club's Young One's Brief Competition, Client: Door Dash; Art Director: Samantha Judd; Copywriter: Sammi Ferguson; Copywriter: Jalyn Reid Creative Director: Derek O'Leary

2022, Shortlist, National Competition: The One Club's Young One's Brief Competition, Client: Call of Duty; Art Director: Lorallye Partlow; Art Director: Grace Toulon Art Director: Prince Deven Thomas; Creative Director: Derek O'Leary

2022, Shortlist, National Competition: The One Club's Young One's Brief Competition, Client: Bang & Olufson; Art Director: Nhan La; Copywriter: Alexandra Carrilo; Art Director: Alyna Draper Creative Director: Derek O'Leary

2021, Gold, American Advertising Federation Local ADDY Awards, Hampton Roads/Richmond Region, Out-Of-Home & Ambient Media Campaign, Client: Women's Made Gallery; Art Direction: Sydney Crockett; Art Direction: Michael Smith; Creative Director: Derek O'Leary

2021, Gold, American Advertising Federation Local ADDY Awards, Richmond Region, Out-Of-Home & Ambient Media Campaign, Client: Sunglass Hut; Art Direction: Sydney Crockett; Art Direction: Alec Nguyen; Creative Director: Derek O'Leary

2021, Silver, American Advertising Federation Local ADDY Awards, Hampton Roads/Richmond Region, Magazine Advertising – Print Single, Client: Heinz Mix-Ups; Art Direction: Alyna Draper; Copywriter: Page Ryland; Creative Director: Derek O'Leary

2021, Silver, American Advertising Federation Local ADDY Awards, Richmond Region, Out-Of-Home & Ambient Media Campaign, Client: Yankee Candle; Art Direction: Jena Wirsch; Copywriter: Carson Nunnally; Creative Director: Derek O'Leary

2021, Silver, Richmond Advertising Club's Ad Show Awards, Student Category, "The Daily Ride" Client: Spotify; Copywriter/Editor: Kofi Roberts; Creative Director: Derek O'Leary

2021, Silver, Richmond Advertising Club's Ad Show Awards, Student Category, "Pop-Up Play" Client: Spotify; Art Director: Jena Wirsch; Creative Director: Derek O'Leary

2021, Silver, Richmond Advertising Club's Ad Show Awards, Student Category, "#MEETMYBUD" Client: Budweiser; Art Director: Jena Wirsch; Copywriting: Kofi Roberts, Creative Director: Derek O'Leary

2021, Bronze, Richmond Advertising Club's Ad Show Awards, Student Category, "The Bud Bank" Client: Budweiser; Art Director: Kyle Talley; Art Director: Grant Studenhofer; Creative Director: Derek O'Leary

2021, Bronze, National Competition: The One Club's Young One's Brief Competition, Experiential Category, "The Daily Ride" Client: Spotify; Copywriter/Editor: Kofi Roberts; Creative Professor/Instructor: Derek O'Leary

## **COMMITTEE AND TASK FORCE MEMBERSHIPS**

2021-Present, Co-Chair, Assessment and Accreditation Committee

2022-Present, Member, Personnel Committee

2021-2022, Member, The Media Innovation Lab Task Force

2020-2021, Member, The Graduate Studies Committee

2020-2021, Member, Facilities + Tech Committee

2020, Member, Media Production Sequence Task Force

## **OTHER DEPARTMENT SERVICE ACTIVITIES**

2022-Present, Lead, VCU Robertson School Advertising Virtual Mentorship Day. Held SP 2022, FA 2022, SP 2023

2021, Lead, Pre-Folio Event Speaker Series

2020-Present, Co-Lead, VCU Robertson School Advertising, and Portfolio Show. Held FA 2020, SP 2021, FA 2021, SP 2022, FA 2022, SP 2023

## **VOLUNTEER EXPERIENCE**

Boston Terrier Rescue of East Tennessee

Foster dogs to be adopted into good homes and creating fundraiser materials (2017-Present)

Re:Establish Richmond

English Mentor (2018-2020)

Working with a family from Egypt to improve their English skills for working in the Richmond area.

## **SKILLS**

Social Media Manager, Experiential Marketing, User Experience, Art Direction, Media Relations and Video Editing and Production.

Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Dreamweaver, Aero, Dimension and Premier), Figma, Kaltura, HTML, CSS, Arduino, Blender, Raspberry Pi and VR.

## **PERSONAL INTERESTS**

Home Renovation enthusiast (construction, plumbing and electrical), Reddit Moderator, Dog Agility Competitor, Price is Right contestant