Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar

Professional Experience and Curriculum Vitae
Going back as long as I can remember, my favorite word was always “why.” Why can’t I stay up late like my brother? Why can’t a seven-year-old drive a car? Why can't we have mac & cheese for every meal? Why is that logo so doggone big?

This curiosity serves me well in my role as a Creative Director. It helps me approach marketing problems with the “beginner’s mind.” It helps me sift through the baggage, conventions and preconceptions that engulf a brand. It helps me identify the ONE thing that makes customers excited, prospects curious and competitors nervous. And then a few more “whys”: “Why can’t we share our clients' greatness through every encounter a shopper has with them?” and “Why can’t we promote this in a way that respects the consumer and makes her part of the communication?”

Previous Clientele
Partial list:

Communications & Technology: Sprint, Comcast (Acquisition, Branding & B-to-B), Examiner.com, Dell Computers, Plantronics.

Beverages: Anheuser-Busch, Gallo, Freixenet USA (Cordon Negro, Rene Barbier, Gloria Ferrer, Terra Nova), Heublein (Glen Ellen, M.G. Vallejo), Christian Brothers, San Miguel, Parducci Fine Wines, Iron Horse Brewery.

Entertainment, Hospitality & Travel: Harrah's Casinos, Coeur d'Alene Casino/Resort, House of Fury (live professional boxing), Red Lion Hotels, Philippine Airlines, Horizon Airlines.

Consumer Packaged Goods: Litehouse (Dressings, Dips and Ciders), Hunt-Wesson, Swanson, Dole Foods, Hawaii's Own (frozen concentrate), A.C. LaRocco Pizza.

Retail Services: Safeway Stores, Rosauers Markets, Cost Plus Nurseries, NW Suzuki Dealers.

Business-to-Business: Comcast Business Class, Steelcase Furniture, Clarke-American Financial, RiverBank, Auction Pipeline, Rockwood International.

Sports: Oakland A's Baseball Club, Washington State University Athletics, Fila, Circling Raven Golf Resort.

Awards and Accolades
Find out more about me by visiting my LinkedIn page:
http://www.linkedin.com/in/mickeylonchar

Currently:
Freelance Creative, Social Media and Content Marketing consultant/Spokane, Seattle, San Francisco
Previously:
QUISENBERRY/Spokane & Seattle WA
Chief Creative Officer
SANCHEZ, LONCHAR & FLYNN/San Francisco
Founder/Co-Executive Creative Director

Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar



Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar



Mickey Lonchar

Creative Direction
United States

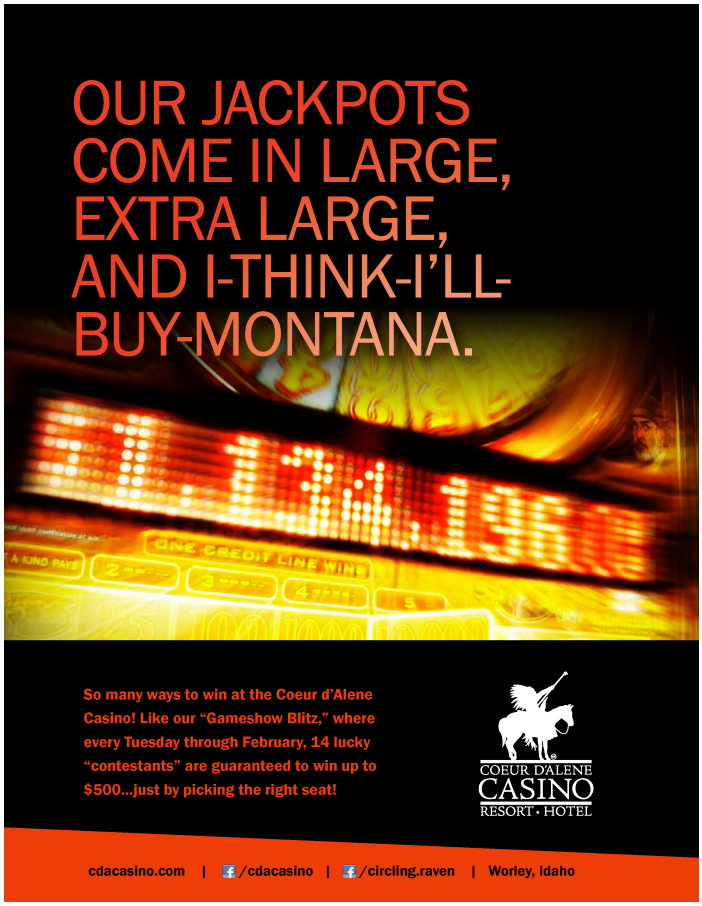
View the full portfolio at http://www.thecreativefinder.com/mlonchar



Mickey Lonchar

Creative Direction
United States

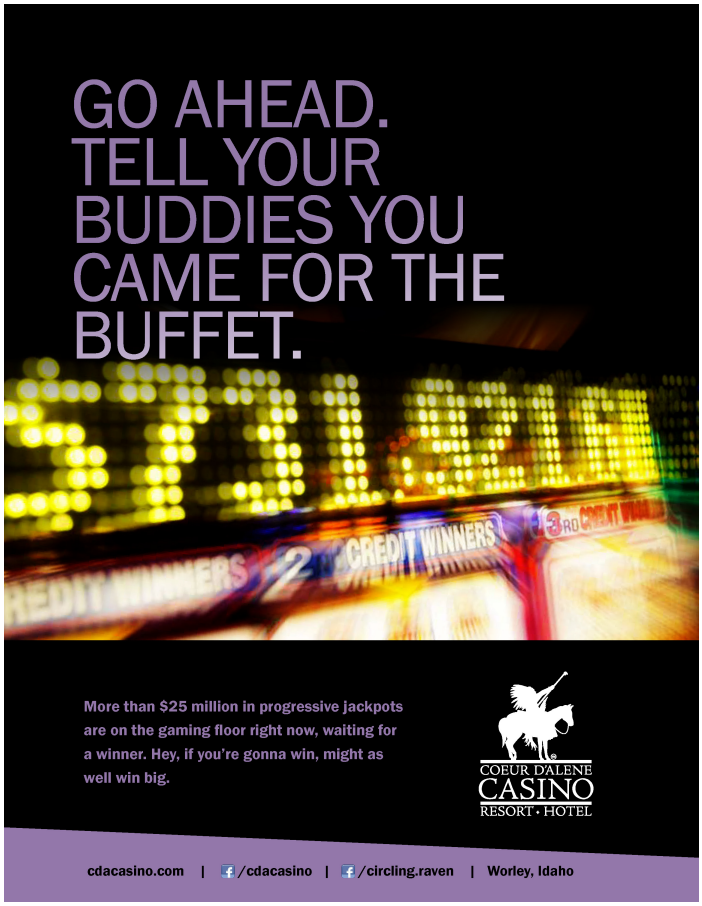
View the full portfolio at http://www.thecreativefinder.com/mlonchar



Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar





Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar



Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar



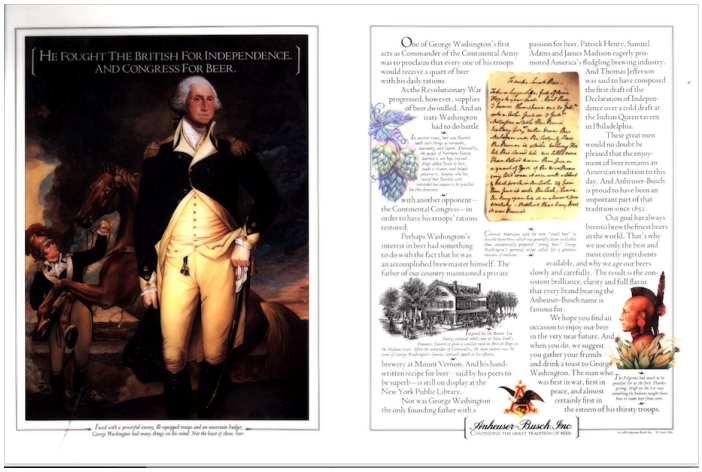


With all their preservatives and artificial flavors, most dressings often resemble a science project more than an opportunity for healthy eating. Litehouse refrigerated dressings, on the other hand, offer a more natural choice. No MSG. No Trans Fat. No Heat Processing. And nothing artificial. In fact, Litehouse Dressings are so fresh, you'll find them right there in the refrigerated produce section with the FRESH veggies.

Mickey Lonchar

Creative Direction
United States

View the full portfolio at http://www.thecreativefinder.com/mlonchar



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213