

James C. LaRoche
2151 Solamere Drive, Park City, UT 84060 (435) 940-9988
www.larochecreative.com • jim@larochecreative.com

EXPERIENCE

1995–Present: **LaRoche Creative Group, Inc.** Park City, Utah

CREATIVE DIRECTOR/DESIGNER

Writing, designing, and coordinating institutional and direct response print



advertising campaigns including national magazines, newspapers, and FSJ's. Designing brochures, logos, packaging, point-of-purchase, and music medium cover art. Also conceiving and compositing digital images for advertising and stock photography.

Campaigns/Projects: Coors Brewing Company, Coca-Cola, Kent & Spiegel Direct, KISS-FM Radio, Los Angeles Independent Film Festival, Matisse Footwear, Mattel, Merck Healthcare, Mountain Express Magazine, National Music Marketing, Powerhouse Gyms, Prudential Real Estate, QuadraCom, ReMax, Seychelles, Spectrum Worldwide, Sunkist, Television Marketing Group, and Union 76.

1999–Present: **Funnyface Greeting Cards, Inc.** Park City, Utah / Los Angeles, California

CREATIVE DIRECTOR/DESIGNER

Designing, compositing, and print managing an amazing "in-your-face" assortment of 40 photographic quality wide-angle 5x7 die-cut



greeting cards; distributed domestically and internationally. Presently developing 3-D gift mugs as well as other unique ceramic gift accessories.

U.S. and Canadian Card Distribution: MJZOOM, Inc., San Francisco.

International Gift Product Distribution: Firestone & Associates, Los Angeles.

1993–1995: **CGRW/Messner, Inc.** Los Angeles, California

CREATIVE DIRECTOR/PRODUCER

Writer and broadcast producer of retail automotive television and radio advertising campaigns; coordination of all pre- and post-production including budgets; print supervision and all promotional projects.

Campaigns/Projects: Southern California Chevy/Geo Dealers, TransWorld Bank, and various regional automobile dealer groups.

1989–1993: **Interactive TeleMedia, Inc.** Sherman Oaks, California

CREATIVE DIRECTOR/PRODUCER

Responsible for the creation, development, and execution of all promotions including the design of interactive games for current box-office films, TV game show adaptations, and direct mail sweepstakes campaigns. Managed creative department including 3 creative/technical personnel. Responsible for all project budgeting. Other responsibilities included legal review and sweepstakes rules, copywriting for ads and direct mail, infotext script design, voiceover, print and television advertising, and Macintosh computer camera-ready layout for all promotions. Also designed and established in-house digital recording studio.

Campaigns/Projects: Paramount Pictures, MGM-UA, LucasFilm, Ltd., 7-Up, Domino's Pizza, Fox Broadcasting, and Carruthers & Company.

1987–1989: **Kay, Tate & Partners** Los Angeles, California

PRODUCER/DIRECTOR

Produced national commercial advertising; wrote, produced, and directed pilots and trailers for home video division of company. West coast representative for commercial and feature directors. Responsible for all AICP bids.

Campaigns/Projects: Chevrolet, Kodak, Pepsi Slice, Thomas English Muffins, Ralph Lauren, National Dairy Board, Kraft, and Chrysler-Plymouth.

1987: **Skidmore Advertising** Dallas, Texas

CREATIVE DIRECTOR/PRODUCER

Produced and wrote all television and radio advertising. Creative department head responsible for coordination of all pre- and post-production.

Campaigns/Projects: Brake-O Automotive Centers, R&B Furniture, Margarita Coolers, and various individual automotive dealers.

1986: **Berry★Brown Advertising** Dallas, Texas

BROADCAST PRODUCER

Produced national and regional television and radio advertising, and special projects. Responsible for coordination of all pre- and post-production.

Campaigns/Projects: Dairy Queen, Wolf Brand, Quaker Oats, and Van Camp's.

1985: **Bateman, Bryan & Galles Advertising** Dallas, Texas

BROADCAST PRODUCER

Conceived, produced, and directed television and radio advertising in association with *The Competitive Edge* in Albuquerque, New Mexico.

Campaigns/Projects: National Ford, Buick, and Chevrolet dealer groups.

1983–1985: **Mirror Productions** Dallas, Texas

PRODUCER/DIRECTOR

Produced, directed, and wrote commercials, music videos, and industrial films.

Campaigns/Projects: McDonald's, AT&T, and 7-11 stores.

EDUCATION

1974–1978: St. Cloud State University, St. Cloud, Minnesota

Major: Communications—

Television and Film Production/Direction

Graduated Cum Laude in November 1978

1973–1974: Praestegaard Film Workshop, Fjerritslev, Denmark

Workshop Studies—

Television and Film Production/Direction, Photography

Completed in July 1974

Samples, reels and references available on request