

## **DAVID SMAIL**

College of Media Communication and Information  
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### **EDUCATION**

Bachelor of Science – Advertising      University of Colorado Boulder, 1995  
School of Journalism and Mass Communication

### **ACADEMIC POSITIONS**

Instructor/Professor of Practice      College of Media Communication and Information,  
2016 to Present  
University of Colorado Boulder

### **TEACHING**

#### **COURSES TAUGHT**

##### **University of Colorado Boulder – Undergraduate**

- **Introduction to Creative Concepts**

I work this the students to show them how they can become creative problem solvers. The class is structured to engage them throughout the semester on several projects/assignments of varying levels of difficulty and time involvement. Some of these are done solo, while others are in groups.

- **Introduction to Creative Concepts – CommRap**

I have spent two semesters teaching in the CommRap program. My first year, we worked to integrate Creative Concepts with APRD 1002 – Branding.

- **Principles of Design**

In this class, we go through different modules designed to give students some preliminary introduction to basic skills. But to also help them better figure out a direction in the creative fields that may excite or interest them most.

- **Copywriting**

In the class, we go through different projects that expose students to what an actual copywriter may do in their daily work. (More than just writing.) And help them hone the skills that will make them more marketable as they enter the workforce.

#### **CURRICULUM REVISION**

**Fall 2016**      **Principles of Design**

Significantly revised the course to focus on the student's understanding of basic creative skills (art direction, copywriting, design, photography, film) and understanding of the creative functions and roles in communication agencies.

**Fall 2017**      **Copywriting**

Created the copywriting course for our students to better identify the tasks of a copywriter and hone their skills with an emphasis on writing for advertising. The course has become an extremely sought-after elective, requiring its expansion to two sections.

## **GUEST SPEAKING/LECTURING**

- Fall 2016** Sustainable Brands – Assistant Professor Erin Schauster PHD  
Content: An International Perspective on Brands
- Spring 2017** Sustainable Brands – Assistant Professor Erin Schauster PHD, CU Boulder  
Content: An International Perspective on Brands  
Strategic Writing for Public Relations – Instructor Dawn Doty, CU Boulder  
Content: Being Creative  
Communication and Society, Assistant Professor David Staton PHD, UNC Greeley  
Content: The Role of Creative
- Fall 2017** Campaigns – Assistant Professor Erin Willis PHD, CU Boulder  
Content: Creative Briefs Review  
Campaigns – Instructor Dawn Doty, CU Boulder  
Content: How to Create and Identify Big Ideas/Lion Hunting  
Principles of Advertising – Assistant Professor Chris Vargo PHD, CU Boulder  
Content: Creative/How Agencies Work
- Spring 2018** Strategic Writing for PR – Instructor Dawn Doty, CU Boulder  
Content: Small Ideas  
Leeds School of Business, CU Boulder  
Panelist/Speaker on Sustainability, Ethics and Governance

## **OTHER TEACHING**

- 2016-2018** **Creative Concept Corraling**  
Brought together the adjuncts with the objective of bringing consistency to the course.
- 2017/2018** **Portfolio One Application**  
Managed the application process for our preeminent creative class.
- 2018/2018** **BBDO San Francisco Portfolio Review Visits**  
Organized and supervised the portfolio review visit of BBDO SF recruiter, Adriana Falcon, and CU Alum, Tu Phan.
- Fall 2018** **Independent Study**  
Elizabeth Vargas, Undergraduate Student, Portfolio Development

## **PROFESSIONAL DEVELOPMENT**

- Spring 2017** **The One Club Creative Leaders Retreat**  
Representing CU Boulder, I attended the treat, which I had gone to once previously. The retreat is designed to push the boundaries beyond the idea of a traditional conference. Over two days, we sit with and get to know the most influential leaders in the advertising industry. Happening in small group sessions, it's a great way to find new ideas to implement in any creative environment.

## SERVICE

### SERVICE TO THE UNIVERSITY

- 2017/2018**      **'The Light Shines On'**  
Working with the University's Office of Strategic Relations and Director of Strategic Video and Communications, Charles Mangano, I was the main writer on a 30-minute film celebrating the history of CU Boulder. The film is still on its rollout tour, but you can view the trailer here: <https://vimeo.com/269272150>

### SERVICE TO COLLEGE OF MEDIA, COMMUNICATION AND INFORMATION

- 2016-2018**      Member, Executive Committee
- 2016/2017**      Member, Undergraduate Curriculum Committee
- 2016/2017**      Member, Search Committee for Creative Faculty
- 2016-2018**      Member, Student Awards Committee – Focused on the Young Ones and Dairy Show
- 2017/2018**      Member, Industry Outreach Committee

### OUTREACH/UNIVERSITY EXPOSURE

- 2016/2017**      **University Representative – The The One Club for Creativity**  
Served as the school's main point-of-contact with The One Club
- Spring 2017**      **Juror** – The One Club's Young One's Student Competition, Brief Category
- Spring 2017**      **Organizer** – The Dairy Show
- Summer 2017**      **APRD Representative** – Colorado Ad Day
- Spring 2018**      **Juror** – The One Club's Young One's Student Competition, Portfolio Category
- Spring 2018**      **Award Organizer** – The Dairy Show
- Summer 2018**      **APRD Representative** – Colorado Ad Day
- Summer 2018**      **Board Member (On-going)** – The One Club for Creativity Denver Chapter  
Elected to be a member on the board of the Denver One Club Chapter. Have since created and currently manage the club's inaugural mentorship program.
- Fall 2018**      **Robbs In The Hall – Campaign Manager** – Working with Mindy Cheval and CU alums to have Professor Emeritus, Brett Robbs inducted into the One Club's Educators Hall of Fame.

## PROFESSIONAL EXPERIENCE – AWARDS

### Spikes Asia

2015 Merit – Harley-Davidson ‘Father’s Day’

### Asia Media Effectiveness (AMES)

2009 Silver – Mercedes-Benz ‘Test Drive Day’

2008 Silver – Mercedes-Benz ‘E-Class’

### Cannes Lions Festival for Creativity

2005 Country Certificate – Nike ‘Marathon’

2003 Bronze Lion – Colgate ‘Hard to Reach’

### The One Show

2005 Merit – Nike ‘Marathon’

### Adfest

2004 Silver Lotus – ‘Absolut Saigon’

## ADVERTISING AWARD SHOW INVOLVEMENT/JUDGING

- 2000 Founder – The Big Show  
With no local awards show in Vietnam at the time, I curated the first show of Vietnam’s advertising work. Which was actually illegal to do at the time. The show grew over the years into what we called ‘The Big Show’. And later evolved into the Vietnam Advertising Festival, which included the Vietnam Young Lions.
- 2008 to 2015 Juror – Vietnam Young Lions/Vietnam Young Spike – Often Jury Chair
- 2015 Juror – Spikes Asia – Asia’s premier advertising awards show
- 2013 Juror – Spikes Asia – Asia’s premier advertising awards show
- 2010 Winner of the Berlin School’s Cannes Creative Leaders Programme Bursary  
This consisted of a week of classroom experience in Berlin. Followed by a week of backstage and closed-door sessions to presentations and awards.
- 2002 Media – Asian Advertising Awards

## PROFESSIONAL EMPLOYMENT

- 2007 – 2016**      **BBDO Vietnam** – Agency Founder, Chairman and Executive Creative Director
- 2005 – 2007**      **JWT Vietnam** – Executive Creative Director, Member – Executive Committee
- 2004 – 2005**      **JWT Vietnam** – Creative Director
- 2004**              **Ogilvy Asia** – Creative Director
- 2003 – 2004**      **Ogilvy Vietnam** – Creative Director
- 2001 – 2003**      **Dentsu Young & Rubicam Hong Kong** – Creative Director
- 2000 – 2001**      **Dentsu Young & Rubicam Vietnam** – Creative Director, General Manager
- 1998 – 2000**      **Dentsu Young & Rubicam Vietnam** – Creative Director
- 1997 – 1998**      **Dentsu Young & Rubicam Vietnam** – Creative
- 1996 – 1997**      **Freelance Creative**
- 1995 – 1996**      **think Communications** – Copywriter