

Creative

Creative Directors direct the creative process that generates ideas for advertising and marketing. They supervise graphic designers, copywriters, photographers, illustrators, and other creative professionals. In addition, the CD collaborates with a sales and marketing team to plan marketing objectives. Together, they develop advertising campaigns to sell products and services. Outstanding CDs have a large knowledge base that bridges the marketing plan with creative ideas that sell specific ideas. Creative Directors are often copywriters or graphic artists who possess particular marketing expertise.