 **HAIG MESSERLIAN**

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**2005-PRESENT AUA-MANOOGIAN SIMONE COLLEGE OF BUSINESS AND ECONOMICS, YEREVAN, ARMENIA.**

Visiting Lecturer since 2008—Advertising Management.

**ARMENIAN GENERAL BENEVOLENT UNION, WESTERN REGION, USA,**

Chairman, January 2011-December 2012,

**AGBU MHS HIGH SCHOOL B**oard-member 2009-2012.

**HAMMURABI ADVERTISING AGENCY,** Mexico City. Consultant since 2006.

**AUA DEVELOPMENT COMMITTEE, USA,** Member.

**1991-2005 McCANN-ERICKSON MEXICO, MEXICO CITY, MEXICO.**

Senior VP, Creative Director: GENERAL MOTORS, GM DEALERS’ ASSOCIATION, MEXICO TOURISM (CPTM), FONATUR, AMERICAN AIRLINES, GOODYEAR, EXXON, VARIOUS CREATIVE WORKSHOPS.

Director of Agency Creative Services.

**1988-1990 ALLEGRA GOLD INC, NYC.** Sales/Marketing Director / Freelance Creative Director, NY/NJ, USA.

**1978-1987 ARMENIAN GENERAL BENEVOLENT UNION OF AMERICA INC, NEW YORK, NY, USA.**

National Executive Director: MANAGEMENT, PUBLIC RELATIONS, FUND-RAISING, GOVERNMENT GRANTS & AFFAIRS, PUBLISHING, CULTURAL AND YOUTH ACTIVITIES, SPEAKING ENGAGEMENTS.

**1977-1978 McCANN-ERICKSON, CHICAGO, IL, USA.**

Senior Art Director: BUDGET RENTACAR, ASSOCIATED MILLS (POLLENEX), LYONS TEA, MIRRO PRODUCTS, SEARS MENSWEAR.

**1977 McCANN-ERICKSON INTERNATIONAL, LONDON, UK.**

COCA-COLA LAUNCH IN PORTUGAL, LUFTHANSA EUROPEAN CREATIVE WORKSHOP.

**1973-1977 McCANN-ERICKSON, MADRID, SPAIN.**

Senior Art Director: AROZELLA RICE, BRASSO, COCA-COLA NEW PRODUCTS, DURAVAL PAINTS, GENERAL MOTORS, HILTON, INCOSOL, LOEWE PERFUMES & FASHION, LOIS JEANS, CORNING (PYREX), PAPERMATE, MARTINI & ROSSI, LUFTHANSA, POND’S, CUTEX, SUPREMOS CIGARETTES, POLYDOR RECORDS.

International Creative Workshop for Lufthansa Airlines (Frankfurt, Estoril).

**1973 McCANN-ERICKSON, ATHENS, GREECE.**

Acting Creative Director: SETTING-UP CREATIVE DEPT., COCA-COLA, ESSO-PAPAS, ETC.

**McCANN-ERICKSON, HAMBURG, GERMANY,**

Senior Art Director, Creative Task Force for ESSO Germany.

**1969-1973 McCANN-ERICKSON, LONDON, UK.**

Art Director: BASS EXPORT BEER, BRITISH HEART FOUNDATION, ROTHMANS, DELMONTE, FISONS PHARMACEUTICAL, HERTZ, LYONS CAKES, MARTINI & ROSSI, NORWICH UNION INSURANCE, POLY HAIR PRODUCTS, VOSENE SHAMPOO, SHELTER-CAMPAIGN FOR THE HOMELESS.

**1967-1969 MASIUS WYNNE-WILLIAMS, LONDON, UK.**

Art Director: BEDFORD/VAUXHALL CARS & VANS, CAPSTAN CIGARETTES, LIBBY’S, MOBIL OIL, SMITHS INDUSTRIES, WEETABIX, WITHWORTH DRIED FRUITS, NESQUIK.

**1965-1967 HOBSON BATES & PARTNERS, LONDON, UK.**

Art Studio, Assistant Art Director: BURTON TAILORING, DOUBLE DIAMOND BEER, TUF SHOES.

**Education** NDD-NATIONAL DIPLOMA IN DESIGN (BA), St. Martin’s School of Art, London, UK.

**Languages** ENGLISH, SPANISH, FRENCH, ARMENIAN, ARABIC, SOME TURKISH.