



Vince Beggin
Writer/Creative Director

After a long career writing ads for everything from dairy products to airplane lavatories, Vince is a deadly adversary in Trivial Pursuit. You learn stuff diving into a client's business, and he has deep experience in a broad range of categories.

Vince started his career in Seattle, working for several years on trade, financial, retail and health insurance accounts as well as clients such as the Morning News Tribune, the Seattle Mariners, Dairy Farmers of Washington and Seafirst Bank.

Later he moved to Minneapolis at the height of the town's creative renaissance and continued to gather eclectic experience, creating memorable, effective campaigns for Carter's Children's Clothes, Breathe Right Nasal Strips, Healthy Choice meals and Toro Lawn products.

Over the next decade Vince successfully made the transition from writer to creative director. While producing award-winning print, broadcast and interactive work for clients ranging from Target and 3M to Polaris and Amnesty International, he also managed client relations and supervised all creative development for Lincoln Financial Group, Donato's Pizza, Syngenta, Gold'n Plump Chicken, Michelob Golden Draft Light, Yoplait Greek Yogurt, Minnesota Lottery, Ecolab, Bissell and Aurora Health Care, among several others.

His work has been featured in magazines such as *Communication Arts*, *Archive*, *Print* and *Graphis*, and honored by most of the country's leading award shows, including The One Show, Mercury's, Obies, Addies, the O'Toole Award, Effies and New York Art Directors Show.

Vince currently wields his vast compendium of useless knowledge on his wife and two kids, none of whom are impressed that he knows the exact weight of Daniel Webster's brain.