

Creative Director with an International Marketing background, knowledge of emerging consumer trends in affluent markets, and a proven track record in creative development and execution.

- Ability to perform and interact efficiently in all professional environments
- Strong analytical and conceptual skills, detail-oriented approach and problem-solving attitude
- Experienced with working on international projects
- Aware of how cultural differences can impact marketing strategies and implementation
- Good verbal/written communication skills and presentation techniques
- Excellent technical knowledge in all areas of print, digital, and interactive media
- Proven ability to direct groups and maintain focus in multi-task assignments



EXPERIENCE

Ethos Factory, Los Angeles, California/Rome, Italy (Branding and Marketing Consultants)

04/05 – Present • Owner/Creative Director

- Responsible for the creation, implementation, and development of the Ethos Factory brand concept and positioning.
- Develop and implement a business model and functional approach to create a Web-based network for creative services.
- Establish alliances with Europe-based consulting companies to collaborate on international marketing and branding programs.
- In charge of branding and communications projects for clients in several market segments.
- Directed and produced several brand concept video sizzle pieces for company and product launches.
- Designed and produced award winning publication for DMJM Harris house organ magazine Legacy:
 - 20,000 copies distributed bi-annually.

DMJM+HARRIS, Los Angeles, California (Architecture and Engineering Firm)

07/97 – 04/05 • Art Director/Project Manager

- Created and implemented new corporate communications standards for presentation, proposal, and display materials.
- Designed advertising pages, brochures, presentations and reports employed in both national and international marketing efforts.
- Produced several video presentations for inter-company use.
- Created new presentation standards and introduced a large-format polyester display system derived from outdoor graphics applications.
- Developed several logos and corporate identity systems for joint venture projects.
- Designed and directed the production of the AECOM Technology Corporation's Annual Reports for FY 2000, 2001, 2002, and 2003:
 - 21,000 copies distributed annually.
 - 2001 and 2002 annuals have won industry awards for design and execution.
- Collaborated in the creation of both AECOM's Internet/Intranet sites to develop a flexible and cost-efficient global communication tool.
- Streamlined and managed the production process for print materials and developed an online ordering system for stationery serving all of DMJM's 100+ worldwide offices.

FLASH Studio, Rome, Italy (Commercial photography and digital photo retouching)

10/94 – 11/96 • Partner, Creative Director/Marketing Manager

- Owned and operated one of the first 3 digital photography studios in Italy, introducing this new cost effective and time saving technology to the marketplace and industry.
- Responsible for the restructuring of a traditional photography studio into a cutting edge digital photography studio.
- Drafted and implemented a marketing/business plan for the commercialization of digital photography applied to still-life commercial photography.
 - Worked with key clients to optimize this new technology in order to understand which related services could represent a growth opportunity.
 - Identified and implemented marketing strategy and guidelines to promote this new technology to current clients and to win new accounts.
- Directed all photo assignments and all post-production work.

GB Enigma Gianni Bulgari SA, Neuchâtel, Switzerland (High-end watch brand)

3/93 – 9/94 • Marketing/Advertising Manager

- Conducted a comprehensive brand review to evaluate strengths and weaknesses of all product lines.
 - Identified key opportunities and potential growth factors to meet targeted objectives.
 - Drafted the brand identity guidelines to be implemented internationally.
- Collaborated with both domestic and international sales managers to create and implement tailored promotional programs for key retailers.
- Established an in-house advertising department to generate advertising campaigns, catalogues, packaging, and p.o.s. material.
- Developed and executed media strategies for the European markets and coordinated traffic of print-ready materials for all other markets.
- Created and implemented a co-op advertising manual and plan for both domestic and international markets.

FILA Sport Spa Biella, Italy/New York City, USA (Athletic sportswear)

3/92 – 3/93 • International Advertising Consultant

- Acted as U.S. liaison between the Italian parent company and its American subsidiary during the corporate restructuring of Fila USA Inc.
- Responsible for the repositioning of the FILA brand and execution of new Advertising campaigns both in the US and in Italy.
 - Conducted qualitative and quantitative market research on the current brand perception in the top ten U.S. markets.
 - Researched and selected an international advertising agency (Foote Cone and Belding) to serve U.S. and Italian markets.

- Responsible for a \$12.5 million consumer and trade advertising budget.
- Directed the development of advertising strategy "Fila: Change the Game" to reposition the brand worldwide.
- Executive produced a 15-minute corporate documentary of Fila's activities and brand positioning worldwide to be presented to investors during the IPO road show.
- Coordinated retail promotions and co-op advertising campaigns with athletic footwear national retail chains such as Footlocker, Lady Footlocker, and Footaction.

Fazio & Magllone, Rome, Italy (National advertising agency)
1/90 – 3/92 • Art Director & Co-Creative Director

- Created and developed advertising strategies, campaigns, packaging and p.o.s. materials for agency clients in the packaged goods, food, health and beauty, and services business sectors.

CLIENTS – Partial list

ANEW Asset Network for Education Worldwide – Brand identity, events graphics and presentations

Back to Balance – Brand identity and Website

Bioimmunizer Dietary Supplements – Brand identity study, stationery and presentation materials

Bright Dental Orthodontic practice – Marketing strategy, branding and advertising

Canvas Café San Francisco – Brand identity, in-store graphics

Com.It.Es Association for Italians Abroad – Brand identity and Website

Harman Kardon Electronics – Advertising pages for Asian market, trade show materials

Hilton Group – Online banner ads.

IsolliteSystems Orthodontics – Advertising campaign, trade show booth and promotional material

iProspect – Brand identity, presentations, marketing materials

Livzey Photography – Brand identity and Website

Los Angeles City College District – Brand identity, corporate communications, special events materials

Los Angeles Business Travel Association – Monthly newsletter, special events materials

M3 Office, a Herman Miller Dealership – Advertising campaign, promotional material, in-store graphics

Maserati USA – Advertising pages preparation and placement, special events material

Metro Goldwyn Mayer Consumer Products – Merchandising concepts and designs

Pilgrim School – Brand identity, corporate communications, annual report

Terravino Partners – Brand identity and Website

Thalassa Capital – Brand identity and Website

US Renewables Group – Brand identity, stationery, presentations

ACADEMIC

9/83 – 7/87 Woodbury University, Los Angeles, California

B.S. Graphic Design with Business Administration Minor, Summa Cum Laude, Departmental Award of Excellence. National Dean's List.

7/94 – 11/96 IFOA University of Bari, Bari, Italy

Position: Assistant Professor

Lecturer and project coordinator for the Communications and Marketing department

AWARDS

RealComm – 2000 Digital Media Award "Digies" for the best use of Internet in Architecture and Design.

Printing Industries of America – 2001 Premier Print Awards, Certificate of Merit for the 2000 AECOM Annual Report.

CWA – 2003 Marketing Communications Awards, Honorable mention for the 2002 AECOM Annual Report.

CWA – 2005, 2006, 2007 Marketing Communications Awards, Magazine Category, for DMJM Harris Legacy Magazine.

SKILLS

Computer skills (Mac OS/Win): Adobe: CC Master Suite, Microsoft Office Suite, QuarkXPress.

OTHER

Languages: English and Italian - Fluent ~ French and Spanish – Knowledgeable

Immigration Status: Permanent U.S. Resident

REFERENCES

Provided on request