

**Creative Director** with an International Marketing background, knowledge of emerging digital 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
- + Experience working on international projects
- + Awareness 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/Principal**

- 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 semesterly*

**AECOM** – Los Angeles, California | **Engineering and Infrastructure 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 corporate identity systems for joint venture projects.
- Designed and directed the production of the AECOM 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 the production process for print materials, developed an online stationery ordering system serving all of AECOM's 100+ worldwide offices.

**FLASH Studio** – Rome, Italy | **Commercial digital photography and photo post-production**

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

- Partner in 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.  
+ *Identified and implemented marketing strategy and guidelines to promote this new technology to current clients and to win new accounts.*  
+ *Worked with key clients to optimize this new technology in order to understand which related services could represent a growth opportunity.*
- Directed all photo assignments and all post-production work.

**GB Enigma Gianni Bulgari SA** – Neuchâtel, Switzerland | **High-end watch and jewelry brand**

3/93 – 9/94 | **Marketing/Advertising Director**

- 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 sizzle reel of Fila's activities and brand positioning worldwide to be presented to investors during the IPO road show.*
- + *Directed promotions and co-op advertising campaigns with athletic footwear national retail chains such as Footlocker, Lady Footlocker, and Footaction.*

**Fazio & Maglione** – 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.

## **ETHOS FACTORY CLIENTS** – Partial list

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

**Back to Balance** – Chiropractic Services | **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** – Coffee Shop/Art Gallery Concept | **Brand identity, in-store graphics**

**Com.It.Es** – Governmental Outreach Organization for Italians Abroad | **Brand identity and Website**

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

**Hilton Group** – Hospitality | **Display advertising campaigns**

**Isolite Systems** – Orthodontics | **Trade advertising campaign, trade show booth and promotional material**

**iProspect** – Digital Marketing Agency | **Brand identity, presentations, marketing materials**

**Livzey Photography** – Commercial Photography | **Brand identity, promotional materials, Website**

**Los Angeles City College District** – Community Colleges | **Brand identity, showroom graphics, special events materials, recycling initiative creative**

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

**M3 Office** – Office Furniture Retailer | **Advertising campaign, promotional material, in-store graphics**

**Maserati USA** Automotive | **Print advertising campaign production and placement, special events material**

**MEET ITALY Network** – Professional Development and Networking Group | **Brand identity, events graphics and presentations**

**Metro Goldwyn Mayer Consumer Products** – Entertainment | **Merchandising concepts and designs, photo retouching and post-production services**

**Pilgrim School** – Education | **Brand identity, corporate communications, annual reports**

**Pragmatic Fund Management** – Healthcare Innovation Investment Fund | **Brand identity and presentations**

**Rebus Health Systems** – Healthcare Technology Systems | **Brand identity and presentations**

**Terravino Partners** – Wine Importers | **Brand identity and Website**

**Thalassa Capital** – Investment Advisors | **Brand identity and Website**

**US Renewables Group** – Renewable Energy Investment Group | **Brand identity, stationery, presentations**

## ACADEMIC

**Woodbury University** — Los Angeles, California

9/83 – 7/87 | **B.S. Graphic Design with Business Administration Minor**, Summa Cum Laude, Departmental Award of Excellence, National Dean's List

**IFOA University of Bari** – Bari, Italy

7/94 – 11/96 | **Assistant Professor**, lecturer and project coordinator for the Communications and Marketing departments

## AWARDS

**RealComm** – 2000 Digital Media Award “Digies” | **Award 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 | **Awards magazine category, for DMJM Harris Legacy magazine**

## SKILLS

**Computer skills:** – Mac OS/Win | **Adobe:** CC Master Suite, QuarkXPress, Microsoft Office Suite, WordPress, Joomla, Wix, MailChimp, SurveyMonkey

**Languages:** English and Italian | **Fluent** French and Spanish | **Working Knowledge**

**Immigration Status:** Permanent U.S. Resident

## REFERENCES

**Provided on request**