

JOHN PIAZZA

CREATIVE DIRECTOR / ART DIRECTOR

562-691-2514

Senior creative with years of advertising, marketing, direct mail and online experience. Great communications skills, team leader and player. Strategic and creative problem solver. Intuitive and insightful approach to all projects. Committed and dedicated with great work ethics. A diverse and wide spectrum of experience: branding, online, print and direct mail. Looking for a stimulating and challenging environment.

CLICK HERE to visit my site for samples of my work www.johnpiazzacreative.com

2014 - PRESENT JOHN PIAZZA CREATIVE

CREATIVE DIRECTION/ ART DIRECTION/ STRATEGIC THINKING



Clients : Young & Rubicam Brands, Alcone Marketing, Frank Wilson & Partners, Kokinakes Design, Paine PR, Albertsons, Fisker, Automotive, Pinnacle Fishing, Wireless Emporium. R&R Partners, Wunderman West

- Creative Direction - Strategies, Client Interaction, Budgets, New Business, Consulting
- Managing creative teams of 8-15
- Work with account group on client management
- Experiential Marketing - online and social media
- Art Direction for Brand print ads, TV and radio, special events (outdoor, signage, brochures)
- Art direction/designed brand identity (corporate ID and stationary package)
- Art direction on direct marketing & PR advertising (Media Kits, Print ads, Event PR. Materials)
- Direct programmers, 3D animators, sound technicians, videographers
- Photo shoots, Full studio production

YOUNG &
RUBICAM
GROUP

Kokinakesdesign

2012 -2014 R&R PARTNERS, LA

SR. ART DIRECTOR/DESIGNER



Clients : Western Digital, Disneyland, Run Disney, Pepperdine University, Norwegian Cruise Line, Deep Eddie

- Work with writers to develop strategic and creative campaigns
- Create diverse experiential marketing and social media platforms
- Work on multi level interactive, print and direct mail, phone and tablet creative platforms
- Work with programmers, 3D animators, sound technicians, videographers
- Art direct and design concepts for CES 2013 WD branding
- Storyboard and art direct photo shoots, retouching and digital manipulation

2009 - 2011 WUNDERMAN WEST

SR. ART DIRECTOR



Clients : Disney, South West Airlines, Invisalign, California Edison, New Business

- B2B and B2C advertising and marketing
- Corporate and product branding
- Direct Mail marketing
- E-communications (e-mail, newsletters, etc.)
- Web site strategies, wire frame and design and development
- Mobile and tablet design and development
- Online/interactive marketing
- Social media marketing

2008 **ALCONE**
SR. ART DIRECTOR



Clients : Haagen-Dazs, Skinny Cow, Arby's, Dreyers, Nesquik, Josh Cellars, CA Lottery

- Art Direct and design of print ads
- Design product display - end caps
- Consumer packaging
- Brand Identity
- Web site design and development
- Photo shoots and Image retouching
- Studio production



2006 - 2008 **AMIES COMMUNICATION**
CREATIVE DIRECTOR/ SR. ART DIRECTOR



Develop Amies new creative direction in mainstream Advertising - Branding, Client Development, company expansion

Clients : Duffy Electric Boats, EwingCole Architects, Faris Lee, Shea Properties, OPUS, RREEF, NEXUS, Cushman & Wakefield, City of San Bernardino, City of Riverside, City of Corona, City of Ontario

- Creative direction to art directors, designer, writers on all creative projects for staff of 7-12
- Re-structuring processes and procedures with account staff: branding, budgeting, strategies and how to sell creative and marketing programs
- Client interaction (problem solving, planning and brand/marketing strategies)
- Art direction, branding, direct programs, POP, brochures, IDs and stationery packages
- Work with Interactive Department on designing web sites, CD/DVD development, online marketing programs (media placement/planning, banners, flash/web site, new trends and technology development)
- Building creative department from an empty room
- Hiring art directors, designers, writers, production people, production/traffic manager
- Writing creative briefs and develop new business creative strategies

EwingCole



Shea Properties



2003 - 2006 **YOUNG & RUBICAM GROUP**
ASSOCIATE CREATIVE DIRECTOR/SR. ART DIRECTOR



Clients: Callaway Golf, Mattel, SONY, El Polo Loco, Mazda, Jaguar, Lincoln/Mercury, New Business

- Creative direction and strategies on new project development
- Creative direction new product launches and direct mail/online programs materials
- Art directed all In-store Point of Purchase materials (danglers, table tops, shelf talkers)
- Develop cross promotional programs, web site/micro site design, e-blasts, direct response
- Designed tournament/event promotions, bus wraps, signage, new product materials
- Designed direct mail and direct response materials with online fulfillment
- Art directed special events and direct marketing materials (brochures, new car launch programs)



SONY

2001 - 2003 WORLD POKER TOUR
CREATIVE DIRECTOR/SR. ART DIRECTOR



- Art direction/designed brand identity (corporate ID and stationary package)
- Creative direction marketing materials for special events (logos, signage, brochures)
- Creative direction on direct marketing & promotional advertising (Media Kits, Print ads, Event PR. Materials)
- Art direction/designed WPT web site BETA, and on-line marketing (banners, flash, mirco sites)
- Develop and monitor a consistent architecture and brand identity

1999 - 2001 ROBERT CHANDLER & PARTNERS
ASSOCIATE CREATIVE DIRECTOR/SR. ART DIRECTOR

Robert Chandler & Partners

Clients: Net Zero, Bizrate, Hitachi PC Corporation, Travolo, SameDay, Jewelry.com.

- Art directed marketing materials, brochures, P.O.P. and direct advertising
- Creative direction on strength of proposition with thought provoking visuals
- Creative/art directed print advertising, marketing materials (brochures, promotional materials)
- Creative direction on outdoor campaign (billboards, bus shelters, Bus wraps),
- Art direction/designed P.O.P. materials (seasonal promotions, consumer and e-tailers)
- Art direction/design and launch of new e-commerce Website with e-tailers divisions
- Work directly with marketing manager and vice president



1995-1999 SEINIGER ADVERTISING
ASSOCIATE CREATIVE DIRECTOR/SR. ART DIRECTOR



- Team creative lead on 21 million new business pitch - awarded account 1996
- Creative/art direction national print campaign (Wall Street Journal, LA Times, trade magazines)
- Art direction of photographers for all new product and branding photoshoots
- New division branding campaign - position company as provider of strategic communications tools. Optimize laptops to take you effortlessly online right out of the box

- Entertainment
- Designed movie posters, brochures, outdoor promotions, web sites, theater standees
 - Concepting of theatrical and TV trailers
 - Paramount Studios, Universal Studios, Columbia Studios, Sony Studios



EDUCATION
Ontario College of Art and Design, Toronto Canada