

# MARK FINAZZO

ASSOCIATE CREATIVE DIRECTOR / ART

## CAREER HIGHLIGHTS

One Show Finalist  
Gold & Silver Graphis Awards  
OBIE Awards  
Several Caddy Awards (Detroit)  
Several D Show Awards (Detroit)  
D Show Best in Show Award (Detroit)  
Gold & Silver Addys (Columbus)  
Judge's Choice (Columbus Addys)  
Gold & Silver Addys (Nebraska)  
Judge's Citation (Nebraska Addys)

## BRAND EXPERIENCE

Chrysler / Jeep / Dodge  
Ford  
Bosch  
Optima  
Smithfield Foods  
Carhartt  
Summa Health  
Simply Orange Juice  
JC Penney  
Phillips 66  
Beaumont Hospital  
Penn Medicine  
Bush's Baked Beans  
Pep Boys  
Jiffy Lube

## CONTACT INFORMATION

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## EDUCATION

College for Creative Studies  
1999-2003  
Communications Design - Major

Kendall College of Art & Design  
1998-1999  
Industrial Design - Major

## CAREER SUMMARY

I'm an ACD/Art Director with a knack for solving problems, building brands and moving teams forward. I've won awards, managed creative teams and mentored incoming creatives. 20 years of agency experience has prepared me for just about anything that pops up in the course of this industry.

## WORK EXPERIENCE

### FREELANCE ACD / DESIGNER (2023 - PRESENT)

Concepted and art directed campaigns for TV, print, social, brand identity, direct mail, point of sale and websites.

### SR. ART DIRECTOR

THE SHIPYARD, COLUMBUS, OH. 2021-2023

- Concepted and executed ads in TV, Print, Digital and social and contributed to new business pitches.
- Was heavily involved in winning the Save Our Water California account.
- Mentored and lead teams of Junior Creatives on several accounts.

### SR. ART DIRECTOR

BAILEY LAUERMAN, OMAHA, NE. 2019-2021

- Concepted and executed ads in TV, Print, Digital and Social.
- Was heavily involved in the winning of new business and rebranding of The Joint account.
- Mentored and lead teams of Junior Creatives on several accounts.
- Won Gold and Silver Graphis Awards for Phillips 66.

### FREELANCE ACD / DESIGNER, Detroit, MI

GTB, DONER, TILT, ROUNDTABLE 6, MARS & More. (2016 - 2019)

- Contributed to new business pitches, Brand Identity explorations and concepted and executed ads for a variety of clients

### ASSOCIATE CREATIVE DIRECTOR

DONER, Southfield, MI (2012-2016)

- Concepted and executed ads in TV, Print, Digital, Package Design, News-paper, Direct Mail and Non-traditional formats for both brand and retail clients. Integral part of the new business team.
- Mentored and lead teams of Junior Creatives on several accounts.
- Was heavily involved in the winning of new business on the Gwaltney / Smithfield Foods, Art Van Furniture, J.C. Penney, Beaumont Hospitals, and Summa Health.

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ASSOCIATE CREATIVE DIRECTOR / ART

## **SR. ART DIRECTOR**

PULSE at TEAM DETROIT, Dearborn, MI (2010-2012)

- Concepted and executed ads in TV, Print, Digital, Package Design and Non-Traditional formats for both brand and retail clients. Organized and delivered creative presentation to clients. Integral part of the new- business team.
- Supervised creative on five new product launches for Ohio Art co. as well as all package design. Was deeply involved in the winning of new business on the Carhartt, Sports Authority and Optima accounts.
- Was recognized as a The One Show finalist for print campaign for the DSO. The Same campaign won Best of Show and the D Show awards and was a finalist for the OBIE Awards.
- Won a 2012 Silver Effie Award.
- Was chosen to mentor all incoming Jr. Creatives and Interns.

## **ART DIRECTOR**

BBDO DETROIT, Troy, MI (2003-2010)

- Concepted and executed ads in TV, Print, Digital, Newspaper, Direct Mail, and Non-traditional formats for both brand and retail clients.
- Created and/or produced six of the last eight nationwide retail sales campaigns for Chrysler, Jeep and Dodge.
- Won several Silver Caddy Awards, a Silver and Bronze Telly Award and a Silver MCA-I Cassette Award.