



ASSOCIATE CREATIVE DIRECTOR / ART DIRECTOR

markfinazzo@gmail.com | 248-379-3191 | markfinazzo.com

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

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)
Silver and Bronze Telly Award
Silver MCA-I Cassette

EDUCATION

College for Creative Studies
1999-2003
Communications Design - Major

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

CAREER SUMMARY

I'm a multi-disciplined idea machine with a knack for solving problems, building brands and growing sales. I've won awards, managed teams, mentored incoming creatives and built long-standing relationships. My curiosity fuels the creativity needed to constantly seek new ideas, new perspectives, and unexpected outcomes that separate my work from the status quo.

WORK EXPERIENCE

FREELANCE ACD / DESIGNER

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

- Contributed to new business pitches and brand identity explorations.
- Concepted and art directed campaigns for TV, print, social, brand identity, direct mail, point of sale and websites.

SR. ART DIRECTOR

THE SHIPYARD (2021-2023)

- Concepted and executed ads in TV, Print, Digital and social.
- Integrally involved in new business wins including California Water and Ther-Biotic.
- Mentored and lead teams of Junior Creatives on several accounts.
- Won the Judge's Choice award and several Gold & Silver Addys.

SR. ART DIRECTOR

BAILEY LAUERMAN (2019-2021)

- Concepted and executed ads in TV, Print, Digital and Social.
- Organized and delivered creative presentations to clients.
- Integrally involved in new business wins including The Joint & Shoes for Crews.
- Won Gold and Silver Graphis Awards and Judge's Citation and Several Gold & Silver Addys.

ASSOCIATE CREATIVE DIRECTOR

DONER, (2012-2016)

- Concepted and executed ads in TV, Print, Digital, Package Design, Newspaper, OOH, Direct Mail and Web.
- Organized and delivered creative presentations to clients.
- Mentored and lead teams of Junior Creatives on several accounts.
- Integrally involved in new business wins including Gwaltney / Smithfield Foods, J.C. Penney, Beaumont Hospitals, and Summa Health.



ASSOCIATE CREATIVE DIRECTOR / ART DIRECTOR

markfinazzo@gmail.com | 248-379-3191 | markfinazzo.com

SR. ART DIRECTOR

TEAM DETROIT (2010-2012)

- Concepted and executed ads in TV, Print, Digital, Package Design, OOH, and Non-Traditional formats for both brand and retail clients.
- Organized and delivered creative presentations to clients.
- Supervised creative on five new product launches and package design for Ohio Art co.
- Integrally involved in new business wins including Carhartt, Sports Authority and Optima.
- Won 2012 Silver Effie Award, a The One Show finalist, Best of Show and the D Show award, OBIE Awards finalist.

ART DIRECTOR

BBDO DETROIT (2003-2010)

- Concepted and executed ads in TV, Print, Digital, Newspaper, Direct Mail, OOH, 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 Silver Caddy Awards, Silver and Bronze Telly Awards and Silver MCA-I Cassette Award.



ASSOCIATE CREATIVE DIRECTOR / ART DIRECTOR

markfinazzo@gmail.com | 248-379-3191 | markfinazzo.com

CAREER SUMMARY

I'm a multi-disciplined idea machine with a knack for solving problems, building brands and growing sales. I've won awards, managed teams, mentored incoming creatives and built long-standing relationships. My curiosity fuels the creativity needed to constantly seek new ideas, new perspectives, and unexpected outcomes that separate my work from the status quo.

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR • FREELANCE (2016 - 2019, 2023 - Present)

- Concepted and executed advertising campaigns.
- Contributed to new business pitches and brand identity explorations.

SR. ART DIRECTOR • THE SHIPYARD (2021-2023)

- Concepted and executed advertising campaigns.
- Integrally involved in winning of new business.
- Mentored Junior Creatives.

SR. ART DIRECTOR • BAILEY LAUERMAN (2019-2021)

- Creative Lead on several accounts.
- Concepted and executed advertising campaigns.
- Integrally involved in winning of new business.

ASSOCIATE CREATIVE DIRECTOR • DONER, (2012-2016)

- Managed and mentored creative teams on several accounts.
- Concepted and executed advertising campaigns.
- Integrally involved in winning of new business.

SR. ART DIRECTOR • TEAM DETROIT (2010-2012)

- Concepted and executed advertising campaigns.
- Integrally involved in winning of new business.
- Mentored Junior Creatives and Interns.
- Supervised creative on five new product launches and package design.

ART DIRECTOR • BBDO DETROIT (2003-2010)

- Concepted and executed advertising campaigns.
- Created and/or produced six of the last eight nationwide retail sales campaigns for Chrysler, Jeep and Dodge.

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 • Chemical Abstract Solutions • AEP Power • Compuware

AWARDS

One Show Finalist • Gold & Silver Graphis • OBIEs • Caddy and D Show (Detroit) • D Show Best in Show (Detroit) • Judge's Choice (Columbus Addys) • Judge's Citation (Nebraska Addys) • Gold & Silver Addys (Columbus & Nebraska) • Silver and Bronze Telly • Silver MCA-I Cassette

EDUCATION

College for Creative Studies • Communications Design - Major • 1999-2003



ASSOCIATE CREATIVE DIRECTOR / ART DIRECTOR

markfinazzo@gmail.com | 248-379-3191 | markfinazzo.com

Recruitment Manager

TBD

I'm writing to express my interest in the **Associate Creative Director** role and provide context to my resume and portfolio. I've spent the last 20+ years in the advertising industry, solving problems, increasing sales, building brands, and winning awards for my employers. I'm hoping that I might be able to offer those skills and experience to **TBD**'s current roster of clients.

Some of my past professional duties have included:

- Creating high-level work that incorporates the "big idea" and translates it into all the silos that trickle down from there: Video, print, digital, social, experiential, out of home and more.
- Presenting that work to the clients in a way that's easily relatable and gets them excited about all the steps to come.
- Managing and mentoring teams of creatives. Keeping them on schedule, on strategy and making sure their work is at a professional level.

I have worked at agencies both large and small and I understand the dynamics necessary to succeed. I understand the need for an **Associate Creative Director** to be part Drill Sergeant and part Den Mother. And most of all, I understand the importance of producing the kind of work that can take you to the next level.

I'm excited about the opportunity to speak at further length regarding the opportunity, cover letters rarely do justice to the candidate. I'm sure you're conducting a thorough search and you're looking for the best fit for **TBD** and I only hope we're able to help each other out.

Best,
Mark Finazzo