



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.



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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.