

Salvatore DeStefano

CreativeDirector/ArtDirector/Copywriter

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Creative professional with over 15 years of experience at industry-leading advertising agencies including BBDO, JWT, McCann-Erickson and TBWA/Chiat Day. Experienced in a wide variety of account categories including automotive, packaged goods, financial services, business to business, communication technologies, OTC and prescription drugs, and alcohol.

Independent/Freelance Creative Director December 2015- present

Creative development for Omnicom Health, Realogy Holdings Corporation and Caffè Unimatic.

For Omnicom Health developed campaign concepts aimed at physicians promoting an opioid alternative. For Realogy Holdings provided copywriting for corporate communications. For Caffè Unimatic worked directly with business owner to develop new branding across all platforms.

TBWA/Chiat/Day Associate Creative Director, 2014 - 2015

Responsible for the development and execution of integrated campaigns for BNY Mellon. Contributed to new business wins for Thomson-Reuters, Travelers Insurance, GoDaddy and Ipsen's Oncology Division.

Freelance Creative/Art Director 2013-2014

Creative conceptual development for Red Fuse/Y&R, Adrenaline-Havas, Sawtooth Group.

BBDO Creative/Art Director, 2006–2012

Accounts: Bank of America, Gillette, Campbell's Soups, GE, Johnson and Johnson, Bayer and Schering-Plough Corporation. Over the course of over six years at BBDO, co-created and executed integrated campaigns for Bank of America, Campbell's Soups, Aleve and Gillette and re-launched Schering-Plough's Nasonex "Bee" campaign.

Freelance Art Director 2005 to 2006

During this time developed and executed creative concepts for Saatchi & Saatchi on the Astro Zeneca account, Euro RSCG on the Reckitt Benckiser account, and Arnold Worldwide on the Novartis account.

McCann-Erickson V.P., Associate Creative Director, 2000 to 2004

Accounts: ExxonMobil, Lucent, Gillette, Bertolli, Sirius Radio and The U.S. State Dept.

Simultaneously developed and executed three global campaigns for ExxonMobil. These campaigns led to the awarding of new assignments and additional billings from the client. Created and implemented several campaigns for Lucent during the client's shift from equipment sales to client services.

Developed and produced TV spots for Gillette's Latin America, Russia and China markets.

J. Walter Thompson Associate Creative Director, 1997 to 1999

Accounts: Warner Lambert (Listerine, Lubriderm, Trident), Unilever, Lipton, Helene Curtis,

Kimberly Clark and DeBeer's. Launched a new Lubriderm product and a new Trident product, Drops.

Created and executed campaigns for Unilever, Kimberly Clark, and DeBeer's.

Weiss, Whitten, Stagliano Associate Creative Director, 1997

Accounts: Guinness Importing Co., Barnes & Noble and Domecq. Led creative team on two new business wins, Barnes and Noble and Domecq's Courvoisier. Created a launch TV campaign for a new Guinness brand, Kilkenny Irish Ale.

Chiat/Day Associate Creative Director, 1995 to 1997

Accounts: Nissan Motor Corp., America Online, Nivea and Seagrams. Responsible for the

development and execution of national and regional print and TV campaigns for Nissan and Infiniti.

Managed junior creatives, print production managers and print production artists.

Education B.F.A., School of Visual Arts New York