

GINO CAROLINI

CREATIVE DIRECTOR | ART DIRECTOR

GinoCarolini.com | gino.carolini@gmail.com | linkedin.com/in/gino-carolini | 646.284.5404

PROFESSIONAL EXPERIENCE

FREELANCE

Creative Director

Clients: Mavyret, Patheon, Shark Vacuums, Moneylion, Salt Financial

Responsibilities: Concepted and oversaw advertising campaign creation for television, digital video, print and OOH. Participated and led new business pitches. Consulted as creative strategist for social media campaigns.

CODE & THEORY, September 2016 - March 2018

Creative Director

Clients: Burger King, Crunch Gyms

Responsibilities: Managed creative teams to concept and execute advertising campaigns for digital video, interactive media and social platforms. Managed social media calendar and content creation while working closely with strategists to develop social strategy and brand strategy for digital and mobile. Successfully grew Burger King presence on every social network, growing Instagram from 700k followers to 1.3mm followers. Co-Led winning creative pitches for Crunch Gyms, Adidas and Dick's Sporting Goods.

OGILVY & MATHER, October 2014 – September 2016

Creative Director

Clients: Vodafone, IKEA, Hellmann's, Cabela's, Shark Vacuums

Responsibilities: Led creative teams on global TV campaign for Vodafone. Created campaign and brand toolkit for IKEA store openings in U.S. and Canada. Created TV and print campaign for Hellmann's. Managed teams on Cabela's sporting goods to concept and execute work for TV campaigns, in-store retail collateral, social content creation and experiential event design. Cabela's social media performance for organic video content exceeded 1.4mm views – best to date performance. Refreshed brand for Shark Vacuum through multi-channel campaign.

FREELANCE, January 2014 – October 2014

Creative Director

Clients: HBO, Equinox, J.P. Morgan, Vera Bradley, Evolve, NetJets

Responsibilities: Collaborated on pitches for HBO GO, Equinox Hotels and J.P. Morgan digital rebranding. Refreshed Vera Bradley social media brand. Package design and rebranding for Evolve home cleaning products. Created NetJets TV, Social and Print campaigns for NetJets.

AGENCY SACKS, New York, February 2012 – December 2013

Group Creative Director

Clients: Simon Premium Outlets, Rosewood Hotels & Resorts, Fontainebleau Miami, Douglas Eliman, TAJ Hotels & Resorts, NetJets, Wüsthof Knives

Responsibilities: Led and managed creative department and in-house studio. Oversaw all creative output and managed creative budgets. Led several winning pitches including NetJets and Rosewood Hotels. Created multi channel campaigns including TV, Social, Digital and collateral materials.

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PROFESSIONAL EXPERIENCE continued

HAVAS WORLDWIDE, New York, March 2009 – November 2011

Creative Director

Clients: ExxonMobil, Jaguar, Partnership for a Drugfree America

Responsibilities: Co-led and created global brand campaigns for ExxonMobil including domestic, international, philanthropic and community-building campaigns. Initiatives included global brand campaign, localized brand campaigns and health-related advocacy work in Africa for Malaria prevention. Collaborated on winning pitch work for Jaguar. Rebranded the Partnership for a Drugfree America and executed new brand work across TV, Print and Digital.

Y&R, BRAND BUZZ, New York, August 2002 – March 2009

Associate Creative Director, November 2005 – March 2009

Sr Art Director, November 2003 – November 2005

Art Director, August 2002 – November 2003

Clients: LG Appliances & Mobile Phones, Burt's Bees, Sharpie, Lord & Taylor, Sunkist, Colgate, Sony

Responsibilities: Co-created experiential, digital and traditional campaigns

JWT, New York, 2002

Jr Art Director/Graphic Designer, 2002

Clients: Deloitte Consulting, NY Presbyterian Hospital, Girl Scouts

Responsibilities: Supported senior teams with creative development and execution across digital, print advertising and collateral materials.

PRO-BONO, because I have a heart

Partnership for a Drugfree America, World Team Tennis AIDS Charity, New York City MS Bike Tour, Westport Democratic Party

Responsibilities: Creative campaigns, collateral development, strategy and brand consulting

EDUCATION

PARSONS SCHOOL OF DESIGN, New York

Post B.A., A.A.S., Graphic Design, 2000 – 2001

AMERICAN UNIVERSITY, Washington DC

B.A., International Studies, 1994 – 1998

B.A., Italian Culture and Language Studies, 1994 – 1998

AWARDS/RECOGNITION

Luerzers Archive, London International Awards, AdAge Top 10 Non-Traditional Campaigns, Effies, New York Festivals