

Tony Siminerio Creative Director

EXPERIENCE:

Creative Director TS Creative Direction, NY / NJ

I'm currently servicing a variety of clients in the New York/New Jersey area on a freelance or contract basis, helping agencies and brands to grow and win new business. I work on or off site developing print, digital and video campaigns from concept to execution. Working closely with analytics & research to constantly test, learn and maximize response. Taking the lead in internal, client and new business pitch meetings. Helping to inspire, mentor, manage creative teams to do their best work and promote growth.

CLIENTS: PSEG Long Island • PSE&G NJ • Brother Printers • P-Touch • New Jersey State (multiple divisions) • Dick's Sporting Goods/Game Changer • New York Sports Club • Total Woman Gym & Spa • Shark/Ninja • DFIN Financial • ProSight Specialty Insurance • Anthony & Sylvan Pools • Manuka Doctor Honey • Market Performance Group • Aqua Story Lab • Marketsmith Inc • iPredictus • Brushfire Inc • Topspin Group • Results Inc Advertising

Creative Director Epsilon, NY

Led multiple teams to support the integrated marketing efforts for all agency clients. Responsible for overseeing all creative work and creative staff, assuring best-in-class, award-winning results.

CLIENTS: Kraft Foods • GoldToe • Georgia Pacific • AT&T • Gillette • VisitOrlando.com • JVC Electronics • Proactiv Skin Care • Purex Detergents • GE Money Bank • MasterCard • Inbev Brewery • Perdue Chicken • General Mills • State Farm Insurance • Expedia.com • Xerox, Meow Mix

Associate Creative Director Grey Global, NY

I was part of a small startup team at Grey Global to launch and grow the agencies first design and promotions subsidiary from 6 employees to over 80. Responsible for overseeing a team of 12 creatives (art directors, designers, copywriters). Directing all photo shoots and print press runs.

CLIENTS: Olive Garden • Topps Trading Cards • Krups • Hasbro Toys • Kool Cigarettes • Dannon • Domino's Pizza • Hess Oil • Panasonic

EDUCATION:

Bachelor of Fine Arts School of Visual Arts, NY

Major - Advertising and Design, 3.0 GPA

QUALIFICATIONS/SKILLS:

- Analytical approach to creative process with instinctive problem solving skills
- Well trained to run and guide brainstorm sessions
- Instinctively detail-oriented to ensure quality control of all creative work
- Experienced with over 70 brands and how to communicate with their targets
- Expert in multi-formats & channels (social, display, tv/video, radio, email, web, print, etc.)
- Proven team management skills that guide the work to award-winning results
- Passionate presenter/storyteller, driven by the confidence in the work created
- Ability to manage multiple projects simultaneously in a fast-paced environment
- Expert knowledge of directing vendors in tv, photography, and print production
- Experience with interviewing, hiring and retaining talent
- Expert proficiency in Adobe Creative Suite Photoshop/Illustrator/InDesign/Acrobat

CONTACT INFO:

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