

RESUME

SUMMARY

Award-winning, media savvy. Proven ability to lead under pressure, passion for mixing concept, design, and technology for the most effective solution.

SKILLS

Design: Advanced expertise Adobe Creative Cloud including: Indesign, Illustrator, Photoshop, Dreamweaver, Flash, and InCopy.

Web: Tech-savvy front-end designer experienced in functionality and implementation of projects using: CSS design, JavaScript, HTML5, PHP, AJAX, ASP.NET, XML, mySQL and WordPress.

Media: Experienced non-linear editor & video graphics: Premiere, Final Cut Pro, After Effects and Audition.

Presentation: Distinguished Toastmaster. Design and presentation using PowerPoint, Keynote and Prezi. Battle tested new business skills.

Specialties: Social media marketing, advanced photography and retouching. Advanced film and HD video production, typography, grid-based and organic design, user experience, web standards and SEO

AWARDS & RECOGNITION

ProMax National Award winner: Print ad category
 Killed Ideas Awards Book: 4 Campaigns + Editor's Choice Winner
 Adrian Awards: Ads won in Gold and Silver Categories
 "ONE" the advertising magazine: featured in article on emerging talent
 The Journal News: Give & Grow Advertising Contest Winner
 The BigW: Westchester Ad Club award for Logo Design
 Toastmasters Area Level Contest: Gold Award Winner
 Judge for the 2014 & 2015 NJ Ad Club: Jersey Awards

EDUCATION

Syracuse University: BFA in Advertising Design
 Adhouse: Advanced Branding with Larry Frey & Ted Royer
 The MissionNYC: Alternative Media with Erik Fahrenkopf
 School of Visual Arts: Commercial Photography
 NYU School of Professional Studies: Public Relations
 New York University: Tisch intensive film & video program

EXPERIENCE

NYC Department of Probation - Media Services Manager : 09/2016 - Present

A managerial title I create and manage a full communications mix for the second largest probation department in the country. This includes print, web, social and policy projects with a special focus on video creation. I also advise executive leadership on graphic and communications issues in direct support of the press and communications office.

Talenzoo.com - Contributing Writer : 04/2014 - Present

The City of New York - Sr. Art Director & Web Designer : 10/05 - 09/2016
 NYC Dept. Design & Construction (DDC) & NYC Media Group, NYCTV - DOITT

FULL TIME ADVERTISING & DESIGN EXPERIENCE

The Chemistry Agency, NYC - Creative Director: 07/03 - 7/05

Warren Kremer Paino, NYC - Sr. Art Director: 01/01 - 01/02

Berenter, Greenhouse & Webster, NYC - Art Director: 11/99 - 11/00

FREELANCE ADVERTISING & DESIGN EXPERIENCE

My freelance experience spans across corporate structures, company sizes, and niches. I've worked in Advertising and Interactive agencies as well as for direct clients. Performing assignments ranging from one to nine months, my experience has been primarily in the NYC market but has included west coast gigs. As technology melds and evolves this broad-based experience has made me a valuable asset on fast-paced new business and high-profile accounts.

Freelance Creative Direction: Bradshaw Advertising, Oregon

Freelance Art Direction: Young & Rubicam, Wunderman Cato Johnson, Grey Advertising's Emarketing, Farago & Partners, Emmerling Post, The Ellenson Group, Toolbox Creative, McCullough Advertising (CA), Rocket Science Creative, In-Sync Advertising, Direct Partners, and The American Management Association

FILM & COMMERCIAL PRODUCTION EXPERIENCE

Independent Contractor - 2 Years: held positions ranging from gaffer to production designer. Union and non-union shoots. This experience has enriched both my production and leadership skills.

TEACHING / NON-PROFIT & PRO BONO EXPERIENCE

Toastmasters International - District 46 Social Media Chair & Area Director: 06/2015 - 06/2017

Toastmasters is an organization that helps members improve their public speaking and leadership.

NYU School of Professional Studies - Adjunct Instructor and Guest Speaker: 2004 - 2006

Taproot Foundation (pro-bono) - Lead web designer on multiple website grants: 01/2009 - 01/2012

DDC Professional Training Program

Computer training presentations to managers and staff - Adobe InCopy: 2014

DDC Toastmasters - VP of Public Relations, VP of Education, Club President: 04/2010 - 06/2015

FACT SHEET

Sector Specialties:

General Consumer
 Business to Business
 Retail, Luxury Goods
 Tourism & Hospitality
 Travel
 Package goods
 Financial
 Environmental
 Health & Fitness
 Media, Alcohol/Lifestyle
 Education
 Non-Profit and Government

(Also love new challenges)

Accounts:

American Express,
 Bed Bath & Beyond,
 Air France,
 Chase Manhattan,
 Microsoft,
 Starbucks,
 Bulova Watches,
 Hershey,
 Chef Central.
 Benchmark Hospitality,
 Green Century Mutual Funds

(Complete list upon request)

As Creative Director for the Chemistry Agency, won *Green Century Mutual Funds*. My direct client contact and reworking of their media plan took them from obscure newsletters to magazines like: Sierra, Mother Jones, etc.

As Lead Creative on *Benchmark Hospitality*, fulfilled the advertising and design needs of 26 unique high-end properties throughout the United States

At *Warren Kremer Paino*, drew on film production experience to rework flawed shoot schedules. Agency president reassigned primary client's highest profile shoot. In my hands a flawless shoot resulted in renewed client confidence.

For *Bed Bath and Beyond* account, in addition to ads and collateral, used my prop master experience to avoid costly re-shoots becoming the top client requested on-set art director. Supervised client attended shoots with top photographers

For *Chase Manhattan Interactive* at Grey-Emarketing earned reputation as creative that had 'ability to speak geek'

For *Starbucks*, designed a Japanese ad without knowing Japanese

As Associate Creative Director for *Bradshaw Advertising*, won new business while defending critical accounts

For *Wunderman* impressed creative director by doubling as copywriter to win new business. Thrived as the only junior in the agency's top senior group.

At *Young & Rubicam's* digital studio, gained high-end pre-press skills on Crown Plaza account

As a cross-platform creative, used Mac to design promotional CD and packaging for *Microsoft Windows 95*

For *NYPD/FDNY's Public Service Answering Center*, designed corporate identity including patches for their uniforms. Awarded the opportunity to design their interior signage project as a result.

For *Taproot Foundation* lead web designer + photographer on service grants awarded to non-profit organizations

For *Whitney Museum*, Directed and Edited on-air TV special

For *Mayor Bloomberg* managed stage design/production for 2006 State of the City

For *NYCTV*, completely re-designed their web site. Served as in-house photographer and designed DVD box sets for retail distribution. Assisted in production of on-demand flash based video system, while learning motion graphics.

For *Department of Design & Construction (DDC)*, Director/Editor and initiator of featured video series. Project lead on new digital signage system including both design and implementation.

Peter Bossio: Solutions for a multifaceted world.