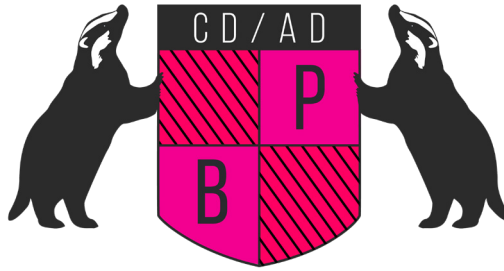


BROCKPISCIOTTA@GMAIL.COM
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2256 ALLESANDRO ST
LOS ANGELES, CA

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EXPERIENCE

VML

LOS ANGELES

04/2021 - PRESENT

GROUP CREATIVE DIRECTOR

CLIENTS: INTEL, QUALCOMM, ACURA/HONDA, LULULEMON

- Manage a team of Art Directors, Copywriters & UX/UI Designers
- Oversee client campaigns from ideation through production (including broadcast, out-of-home, digital, social, partnerships, events and activations)
- Mentor junior to senior level creatives in day-to-day and new business initiatives
- Drive big-picture vision across accounts
- Partner with strategists to achieve client goals and elevate the creative output
- Develop and maintain client relationships to align on business goals, KPIs and to present and sell in work
- Align with other team leads to create a staffing roadmap and allocate resources, both internally and externally

THE WOO

LOS ANGELES

12/2017 - 03/2021

ASSOCIATE CREATIVE DIRECTOR

CLIENTS: MOTOROLA, WARNER BROS., LENOVO, ANCESTRY.COM, CHAMBERLAIN, LG

- Led art direction across clients
- Presented campaigns & planned marketing objectives with clients
- Spearheaded & won new business for Warner Bros. & LG
- Grew the organic & paid social portions of Motorola business

SAATCHI & SAATCHI

LOS ANGELES

01/2013 - 12/2017

SENIOR ART DIRECTOR

CLIENTS: TOYOTA, BRAVO

- Led art direction & design across paid/organic social video campaigns
- Managed vendor relationships in production, post-production, 3D design & analytics
- Implemented data-driven & retargeting strategies

OTHER EXPERIENCE

VARIOUS

06/2008 - 12/2022

COMPANIES: Google, Arnold, Media Arts Lab, BBDO, Barton F Graf, Party Land, MTV, Drake Cooper, Stoke

CLIENTS: Ocean Spray, Apple, Foot Locker, Arby's, Dishnet, Ragu, Netflix, Little Caesars, Sundrop, GM

EDUCATION

MIAMI AD SCHOOL

SAN FRANCISCO

ART DIRECTION

JUNE, 2012

EMERSON COLLEGE

BOSTON

B.S. INTEGRATED MARKETING

MAY, 2010

SKILLS

ADVANCED

Photoshop, Illustrator, Indesign, Dreamweaver, Keynote, Digital/Social Media Advertising, Data-Driven Creative

PROFICIENT

Sketch, Figma, Lightroom, Bridge, HTML, CSS