



EMPLOYMENT

Down and Dirty Pixels LLC.

Creative Director, Founder: August 2016-Present Down and Dirty Pixels, is a small, nimble production team that develops and executes engaging, entertaining content for digital and social media. We produce uncompromising content to help brands closely connect with their audiences and grow.

Accounts/Projects: PepBoys Automotive, Panoply Media, GNC, Cotton Inc., Roger Smith Hotel NY, Panarea Couture Swimwear, and Immerse Expeditions.

Integrated Digital Creative Director Consultant March 2014-Present Hands-on creative lead responsible for the creative strategy, ideation and development of digital media, social media, broadcast, print, collateral, outdoor, direct response, CRM, and experiential campaigns. Key team member offering client servicing, creative direction and new business presentations. Supervision of internal and external creative teams, developers and production staff. Creative direction of content, copy, photography, illustration, design and film production, music composition and motion graphics. Freelance at agencies: McCann Health, O2KL, Vayner Media, TBWA/Chiat, JWT, Arnold and Fleishman Hillard.

Darling Agency Creative Director Affiliate, December 2012-Present

Contracted as a new business creative lead and branding strategist. Responsible for development of market assessment and communications strategy, ideation of creative content and tactics, and the supervision of internal creative teams. Development and delivery of final client presentation.

Rosetta Director/Creative Director, January 2013-March 2014

Creative lead responsible for the development of integrated HCP marketing communications. Accounts: Auxilium Xiaflex, Forest Tudorza and Daliresp, and Purdue.

EURO RSCG Tonic (HAVAS) Freelance ACD Art Director, January 2010-January 2013

Developed integrated campaigns. Accounts: Charles Schwab, Merck, GlaxoSmithKline, Sanofi Aventis.

L.F. O'Connell Associates Creative Director: January 2007- January 2010

Creative lead responsible for the development of Digital media, Social media and Experiential campaigns. Print, Collateral, Outdoor, Direct Response, and CRM, Accounts: NYU-Poly, St. John's University, Brookhaven Hospital, Sheehan Financial.

Ogilvy & Mather Senior Partner, Associate Creative Director: August 1996- January 2007

Accounts: American Express, OPEN from American Express, Kraft Foods, Merck, Cotton, Ford Motor Company, AT&T Wireless, Jaguar, Kodak, SAP software.

EDUCATION

School of Visual Arts, Advertising Concept/Copy writing, Design, Photography
The Art Institute of Pittsburgh, Visual Communications
International Center for Photography

AWARDS

Gold Lion Cannes • Bronze Lion Cannes • Gold and Bronze Clio Awards • Gold Regional and National ADDY Awards, Regional Best of Shows • Andy Award Bronzes • Adweek's Best Spots of the Year • MPA Kelly Award Finalists • One Show Bronze Medal. Numerous Merit Awards • Art Directors Merit Awards • D&AD Merit Award Communication Arts • Lurzer's TV Archive

Please view my work at www.frankguzzone.com

Frank Guzzone, Creative Director

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