

DAVID FIORE

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DISCIPLINES

Branding, Advertising, Digital,
Social, Content, Direct,
Promotions, Shopper,
Ecommerce, Loyalty, B2B

MEDIA

Television, Film and Video,
Radio, Web, Mobile, Virtual Reality,
Augmented Reality, Print,
OOH, Events, More

VERTICALS

Automotive, Finance, Luxury,
Travel & Hospitality, Beauty,
Electronics, Telecommunications,
Appliances, Entertainment,
CPG, Spirits, Retail

CLIENTS

General Motors: Cadillac, Pontiac,
Buick, Chevrolet; Saab, Lexus, Scion,
KitchenAid: Whirlpool, Amana, Maytag,
Jenn-Air; Cendant, Avis, Wyndham
RCI International, K2, Kellogg's,
Mitsubishi Union Financial Group,
American Express, Wells Fargo,
Hyundai, Family Dollar, Subway,
Boston Market, Lufthansa, SunnyD,
Unilever: I Can't Believe It's Not Butter,
Skippy, Country Crock, Hellmann's,
Degree for Men, Degree for Women
Georgia Pacific: Brawny, Dixie, Sparkle;
ConAgra, Hormel, Keurig, Body Armor,
Coty Beauty; Jennifer Lopez Beauty,
Sarah Jessica Parker Beauty, Vera Wang,
Calvin Klein; Nestle Waters: Perrier,
Pellegrino, Aqua Panna, More

VIEW MY WORK

davidedwardfiore.com

SUMMARY

I'm a creative marketer who embraces technology and all media channels to best engage people with each other and with brands.

EXPERIENCE

David Fiore Creative — Newtown, CT Founder, Creative Lead

September 2017 – Present

A complete creative and consulting marketing service.

- Founded this start up to leverage decades of creative marketing leadership experience and great strategic partnerships within the industry.
- Developed the company brand and go-to-market plan, recruited key strategic partners and successfully launched our core offerings.
- Secured two mid-sized accounts within first month of operation.
- Lead all creative and strategic solutions, from brief to concept to proposal and implementation.
- Oversee financial management of all projects and company operations.
- Responsible for new business, new hires, product quality.

Catapult Marketing, Inc. — Westport, CT Chief Creative Officer

February 2011 – September 2017

A cross-discipline marketing agency.

- Expanded the agency capabilities to include branding and advertising disciplines, creating full 360° service offerings, opening new vertical and client possibilities.
- Enhanced creative team disciplines through re-training and new hires to more fully round out and deliver upon 360° capabilities.
- Rebranded the agency, conceptualized a unique creative vision – Feel/Do – and brought it to life in all agency efforts, strategies and creative executions.
- Pushed Catapult into new verticals, including telecom, finance, retail, travel and hospitality, and quick serve restaurants.
- Elevated role of creative within agency services, and was appointed as the first CCO in the agency's history.
- Raised the standard of the creative product, as measured in client report cards, to the highest and most consistent level in the agency's history.
- Led creative team as the agency grew from \$75MM in billings to over \$205MM.
- Led pitch wins including but not limited to Bayer, Mars Pet Food, Boston Market, Frontier Communications, Pernod Ricard, Mitsubishi Union Financial Group, Family Dollar, Keurig, American Express and Hyundai Finance Corporation.
- Lead a team of more than 140 creatives in 11 offices across the U.S.
- Authored papers and articles on advertising and marketing trends, writing on behalf of the agency's PR efforts, and have been published in Advertising Age, Advertising Week, The Huffington Post, Design of the Times, The Hub Magazine.
- Proposed and led annual seminars at various trade-based seminars, including Advertising Week in New York, and The Path to Purchase Institute in Chicago.

Hydraulic, LLC — Irvington, NY Executive Creative Director

April 2008 – January 2011

A cross-discipline creative agency offering digital, television and print.

- Developed company brand position based on research, testing and iteration.
- Created the agency brand bible and incorporated all elements into a sharp communications campaign.
- Led four consecutive, successful integrated promotions for SunnyD, including Martina McBride "Time to Shine," the SunnyD Book Spree," the Facebook promotion "100 Days of Sun," and the "Sunny News Network" social plan.
- Won Digital AOR assignment with the Sunny Delight Beverage Company.
- Led integrated pitch wins from Bossa Nova Superfruit Juice Beverages, Clear Eyes, Compound W, Nickelodeon and WeTV.

SKILLS

Creative Team Leadership,
Strategizing & Planning,
Concepting, Scriptwriting,
Art Direction & Design,
Storyboarding, Directing,
Producing, Presenting

SOFTWARE

Adobe CC, Illustrator,
Photoshop, Flash, After Effects,
InDesign, Acrobat, Apple
Final Cut Pro, Garage Band,
Keynote, QuickTime, Office

EDUCATION

University of Bridgeport
Bridgeport, Connecticut
BFA Cinema

School of Visual Arts
New York, New York
Design

EXPERIENCE, continued

Story Worldwide — New York, NY July 2005 – April 2008 Vice President, Creative Director

A full-service marketing agency.

- Introduced strategic discipline to young creative department, won business and positioned the agency to be purchased.
- Instituted proprietary brand strategy and briefing process, grew creative team by 100% and broke agency into new verticals.
- Developed strategies and concepts for new projects that resulted in a 200% agency revenue increase from previous year, that helped sell the agency.
- Deepened client relationships by establishing multiple creative touch points.
- Started and managed an ideation group within the creative department.
- Led design teams that won How, Webbies, Daveys, and CADG awards.

Leo Burnett Interactive — New York, NY July 2000 – July 2005 Senior Vice President, Group Creative Director

A full-service advertising and marketing agency.

- Led pitches that won AOR status for General Motors, Kellogg's and Sony Ericsson.
- Led concept development for Cadillac's "Break Through" campaign that introduced 5 new vehicle lines and helped elevate the brand back to luxury category prominence.
- Conceptualized, pitched and created Cadillac's award-winning "5-Second Ads" campaign, communicating the Cadillac V-Series product truth of 3 vehicles that go from 0-60mph in under 5 seconds.
- Conceptualized and created the "Cadillac Under 5" promotion that emphasized the above truth and leveraged A-list Hollywood talent in a 5-second film contest.
- Won J.D. Power and Associates best automotive site for Cadillac.com 3 years in a row.
- Conceptualized, pitched and developed the first voice-activated promotional game, created for Kellogg's, distributed in-pack in spring 2005.
- Launched the redesigned Escalade with award-winning Cadillac Escalade Power Play game, directly attributable to sales of 300 SUVs.
- Conceptualized, pitched and developed the award-winning Keebler Magic Tree site.

Scholastic, Inc. — New York, NY April 1994 – July 2000 Vice President, Content Group Creative Director

Creator of award-winning interactive reference titles.

- Produced the flagship Grolier Multimedia Encyclopedia, for web, DVD and CD.
- Set and maintained editorial and creative vision for Grolier Interactive products.
- Developed a strategy for new specialty online reference products for schools.
- Produced specialty reference Internet products for licensing, creating new revenue.
- Established infrastructure to enable rapid content customization for special partners.
- Produced curriculum-centric portal products with deep content that entrench the Grolier Scholastic position; the number one reference product in American schools.

RECENT AWARDS

- 2018 Reggie Gold, National Consumer for *Saturday Vs. Sunday* (Kellogg's)
- 2017 OMMA Gold, Advertising/Promotion Website for *Pure [Impact]* (PurePoint)
- 2017 Reggie Gold, Entertainment for the *Save to Win Game Show* (Family Dollar)
- 2017 Reggie Gold, Purpose Campaign for *Say Thank You with M* (Mars Chocolate)
- 2017 Reggie Silver, Shopper Marketing for *10,000 Cupcakes* (KitchenAid)
- 2017 Effie Silver, Retailer Program, for *Say Thank You with M* (Mars Chocolate)
- 2016 OMMA Gold, Web Site Design, for *FlavorUp*, (Talking Rain)
- 2016 Design of the Times Gold, Web Site Design, for *FlavorUp*, (Talking Rain)
- 2016 W3 Gold, Web Excellence, for *FlavorUp*, (Talking Rain)
- 2016 Design of the Times Gold, F/D/M Channels, for *Big Game Spectacular Football Display*, (Kellogg's)
- 2016 Effie Silver, Teen Marketing, for *5 Gum Truth or Dare*, (Wrigley)
- 2016 Effie Silver, Small Budget, for *Save the Flavors*, (Seeds of Change)
- 2016 Reggie Silver, , Multidiscipline, for *10,000 Cupcakes* (KitchenAid)
- 2016 Target Vendor of the Year, for *Build Your Own First Aid Kit* (Johnson & Johnson)