

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

Microsoft, Spectrum, Goldman Sachs,
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, Hellmanns,
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

Inspired Thinking Group — London

June 2021 – Present

Executive Creative Director

An AI-empowered, technology-led, all-channel creative agency.

- Oversee all creative aspects of a \$50 million account portfolio, including Microsoft, Spectrum, Goldman Sachs, TD Bank, London Stock Exchange, and Ford Motors.
- Led the creation of the company's brand and creative vision, style guide, tone.
- Led the creative team through two mergers in two years, incorporating new clients, team members and processes, while maintaining all critical staff.
- Maintained creative department's product quality, helping it expand into new verticals and channels, while growing from a \$25-million agency to a \$200-million agency.
- Lead creative and strategy for all new business efforts.

Colangelo — Norwalk, CT

June 2018 – June 2021

Chief Creative Officer

A cross-discipline marketing agency

- Oversaw all creative aspects for the entire agency servicing accounts including Diageo, Coleman Gear, Godiva Chocolates, DeMets Candy, Playtex, and Heineken.
- Led the revision of the company's brand and creative vision, style guide, tone.
- Led the winning creative pitches for Coleman, Godiva, and Heineken accounts which doubled the agency revenue and staff.
- Helped the agency expand into new verticals and channels, and develop deeper expertise in both shopper and digital capabilities.
- Lead creative and strategy for all new business efforts.

David Fiore Creative — Newtown, CT

September 2017 – June 2018

Founder, Creative Lead

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.
- Supported agencies including Ogilvy, Geometry, Publicis, Taxi, and McCann on accounts including Microsoft, Unilever, Mondelez, Jaguar, Fiat, Sony, and Asus.
- Pitched and led a successful content campaign and recruiting effort for six New York City construction unions achieving their new apprentice goals.

Catapult Marketing, Inc. — Westport, CT

February 2011 – September 2017

Chief Creative Officer

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.

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SKILLS

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

SOFTWARE

Adobe CC, Illustrator, Dimension,
Photoshop, Figma, After Effects,
InDesign, Acrobat, XD, Apple
Final Cut Pro, Garage Band,
Keynote, QuickTime, MS Office

EDUCATION

University of Bridgeport
Bridgeport, Connecticut
BFA Cinema

School of Visual Arts
New York, New York
Design

EXPERIENCE, continued

Hydraulic, LLC — Irvington, NY

April 2008 — January 2011

Executive Creative Director

- 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.

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 vertical
- 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.

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, extolling the Cadillac V-Series ability to 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.

Previous experience available upon request

RECENT AWARDS

- 2024 Telly Bronze, Entertainment for *Precious Metals Task Force* (NJ Lottery)
- 2024 Telly Bronze, Entertainment for *Loaded Scratch Offs* (NJ Lottery)
- 2024 Telly Bronze, Retail for *Gas Money Back* (Harris Teeter)
- 2024 Telly Bronze, Retail for *Harris Teeter Origins* (Harris Teeter)
- 2024 Reggie Gold, New Product Launch for *The Jersey Debate* (NJ Lottery)
- 2020 Reggie Gold, Holiday Campaign for *Heineken 0.0 — Dry January* (Heineken)
- 2020 Reggie Silver, Innovative Commerce Campaign for *Snickers Microgifting* (Mars)
- 2020 Reggie Bronze, Brand Purpose Campaign for *Small Business Big Hearts* (TD Bank)
- 2019 Effie Silver, Sports for *How to Survive a Zombie Apocalypse* (Xbox)
- 2019 Effie Silver, Carpe Diem for *Walking Towards Gender Equity* (Johnnie Walker)
- 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 *Save to Win 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)