

Vincent Travisano creative director

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*Literally born into advertising, my many years of integrated, omni-channel experience have added up to a one word description of where I am today as a creative person in this business: **Versatile**.*

As an executive creative director, I have built a creative department and mentored the up-and-coming creative people in it. I have guided work on some of the busiest accounts and always get the most from the teams working for me. I have always been a natural, go-to leader in the agencies I've worked in. I have partnered with many clients to build and expand their brands with big ideas that work across all platforms. And I continue to be a hands on art director, building 360 ideas, TV and video storyboards, social posts and layouts from the ground up (literally; I am very proficient in all adobe programs). I start work early, work late and always have the best interests of my clients in mind. As well as being versatile, I have a versatile list of clients and agencies that I have worked with:

2023-Present: KellyCo: Freelance Creative Director

I have had the great fortune to work steadily with the great team at KellyCo since April 2023 on all of their non-profit clients: Children's Home Society of California, Father Joe's Villages and now Sharp HealthCare. We have done some great work together which proves that East coast/West coast remote work can work!

2022/2023: Arnold Worldwide: Freelance Associate Creative Director

I had the opportunity to work here on 3 separate occasions during this time, exclusively on pharma brands such as Dupixent and Beyfortus.

August, 2009–May, 2022: PureRED (Formerly Ferrara & Company)/Executive Creative Director

I ran the creative department at the incredibly busy Princeton, NJ office of the national PureRED network where the 360 creative development and TV production was non-stop. Just the way I like it.

Sanofi (Chattem): I worked on the GI brands Zantac and Roloids as well as all of the allergy brands including Allegra, Xyzal and Nasacort. I worked on new product launches for Unisom Sleep Aid, Cortizone 10 Eczema Lotion (Chattem's most successful brand launch to date), Cortizone 10 and Aspercreme.

New Jersey Lottery: I lead and helped win (twice) the New Jersey Lottery account. This is a highly creative and very busy account and our successful 360 campaigns have vaulted NJ Lottery to one of the top state lotteries in the country. As of EOY 2021, the New Jersey Lottery posted a record \$3.68 billion in sales, the highest in lottery history and \$1 billion more than when we took over the account in 2014.

Church & Dwight: I have overseen as creative director and/or create advertising for virtually every Arm & Hammer brand including all laundry and OxiClean products, all oral care products such as toothpaste and SpinBrush, and cat litter products as well Baking Soda. The brands I worked on are fully integrated and I was responsible for the digital and social work, as well as the promotional and professional materials.

Other Clients: For four years I created the campaign for the holiday launch of The Hess Toy Truck.

The work included the iconic TV commercials, radio, digital and social assets. Every year we announce "The Hess Truck's Back" when the campaign starts and "Sold Out" two weeks later.

I've also helped win and worked on Rhoto Eye Drops, OraQuick (an In-Home HIV Test) and Primatene Mist.

2003–2008: Publicis NY/Senior VP/Group Creative Director (art)

2000–2003 D'Arcy NY/VP/Creative Director

Bounty Paper Towels NyQuil, DayQuil and Crest (P&G), NutriPals, Similac, PediaSure and PediaLyte (Abbott Labs), Heineken, Celebex and Relpax (Pfizer), Ernst & Young and tons of new business pitches.

Previous life:

Della Femina, Rothschild, Jeary & Partners • Avrett, Free and Ginsberg • Young & Rubicam

Aerosoles Shoes, Nathan's, North Shore Health System, Chinet Paper Plates, Newspaper Assoc. of America, Newsweek, Rolodex, Carvel, NY Mets, WNYC Radio, Speedo, Chex, Purina Cat Chow, Pearl Drops, Unisom, Enterprise Rent-A-Car, SuperClubs Resorts, Roloids, Birds Eye Foods, Jell-O, KFC, Dr. Pepper.

Education: BFA in Advertising Design from Syracuse University