

## Carlos G. Chiossone

Creative Director

**Highlights:** Interactive creative director with over fifteen years of building user experiences for some of the top names in the world of marketing and entertainment. Experienced in conceptualization, branding and strategy for large and small interactive campaigns. Great work ethics which motivate teams in the creative and development areas to achieve goals under any deadline. Disney, WB, Sony Pictures, Time Inc., and Unilever are among the properties built.

While we have become more managers today, I believe that the most important part of being a CD is the ability to unleash the creativity of those around me.

### Experience

**1995 – 2010 Sprout Communications, Inc.** Creative Director

Industry: New Media/Advertising/Public Relations/Marketing Services

- Led, inspired and managed creative and technology teams
  - Created branding and strategy for many online ventures
  - Mentored art directors, copywriters, technologists and all freelancers such as photographers and illustrators
  - Innovated existing brands to serve a more modern culture
  - Integrated client's ideas into our concepts to motivate the client
  - Directed brainstorming session with the creative group
  - Engaged individual team members to inspire and build confidence
- Managed client/agency relations
  - Liaison with top level clients
  - Managed market analysis and reporting pre and post launch
  - Maintained productions within budget and schedule
  - Oversee quality control teams
- Acquired clients in the entertainment and health industries
  - Grew a small creative agency from 3 to 24 to satisfy new client's needs
  - Drafted and strategized creative concepts for presentations
  - Pitched ideas to prospective clients, with a 80% acquisition of the brand
- Created a variety of work for online and print media
  - Publishing, Entertainment, Pharmaceutical and a variety of E-commerce
  - Created microsites for a large variety of advertisers of InStyle, Real Simple, Redbook, Rolling Stone and other magazines
  - Directed and produced webmercials for advertisers of entertainment sites
  - Direct and Developed online Flash games for most entertainment sites we handled
  - Integrated Social Media into the strategies and needs of clients
- Learned or Mastered many technologies to better direct the creative teams
  - Have been using Adobe programs such as Photoshop, Illustrator and Flash for many years
  - Learned HTML, CSS, PHP and MySQL to better direct or serve as liaison with the technology teams
  - Acquired knowledge in a variety of CMS systems that allowed me to create the architecture of others
  - Video editing such as Premiere, Final Cut Pro and Avid to better understand what can be done

Creative Portfolio: <http://www.sprout.net>

Continued below!

## Carlos G. Chiossone

Creative Director

**1985 – 2002 / 2010 to present** **Chiossone Photography Studio** Director of Photography

Industry: Photography/Advertising/Editorial/Documentary

Lead creative/DP working on print/tv editorial and commercial assignment. Directed 100% of the shoots and shot over 80%.

Commercial clients have included: Caress, Lever, Avon, Nair, Neutrogena, Elle, Glamour, Bazaar, American Baby, and many others.

Photography Portfolio: <http://www.photostudio.com>

### Education

**1984 -1988 IUNP Caracas, Venezuela** Bachelor's Degree in Visual Communications/Advertising

Fluent in English and Spanish – basic Italian.

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