

Jo Maggiore

jomaggiore@cox.net

www.jomaggiore.com

917.744.4224

Profile:

Jo Maggiore has almost 20 years experience in advertising. This strong conceptual creative utilizes her background as a hands on art director to produce work that builds brand's character while creating an emotional connection with the target market. Her strong organizational skills coupled with the innate ability to interpret client needs and react quickly has resulted in work that increased market share and exceeded client expectations. She's won an Effie Award for L'oreal and her work on Colgate has been recognized in Creativity magazine. She is fluent in English and Italian and presently working on her Spanish.

Professional Experience:

Young & Rubicam Brands, Associate Creative Director 2004-2008

New York, NY

Client: Colgate-Palmolive Global Account: Colgate Total Professional Clean, Colgate Triple Action, Colgate MaxFresh Palmolive Natural Skin & Hair Care, Optims Hair Care, SoftSoap Nutra-Oil, Suavitel, Axion.

- Created a full range of marketing communications for over 20 advertising initiatives inclusive of TV Commercials, Print Ads, In-Store Displays, Magazine Advertorials and Websites for No. America (NA) and Latin America (LA).
- Campaigns were successfully expanded globally to Europe, Africa, and Middle East regions.
- Created introductory campaign for Colgate Total Professional Clean which resulted in 60% additional sales in LA.
- The integrated marketing campaign created and developed for SoftSoap Nutra-Oil resulted in 400,000 hits on the website within the first few weeks of launch.
- TV advertising created and developed for Suavitel No Rinse fabric softener doubled sales expectations in LA within the first quarter.
- Interpreted and communicated the marketing strategy through visual execution to create the graphic icon for Palmolive Optims hair care line in Mexico.
- TV film created for Optims united different marketing communications across the global network.
- Developed the creative for Colgate MaxFresh "Monster" which was recognized in Creativity Magazine's "Ad of the Month."

OgilvyOne, Creative Supervisor 2001-2003

New York, NY

Client: ATT Wireless

- Interpreted strategic objectives into tactical initiatives executed in Retail, OOH, Radio, and Promotional ads for sporting and musical sponsorships.
- Contributed to the development of the strategy and created the Drive-To-Web-campaign.
- Established visual aesthetics for projects in keeping in line with the brand identity.
- Critiqued work of creative teams in group and individual settings.

McCann Erickson, Sr Art Director 1994-2001

New York, NY

Clients: Gateway Computers, Perrier Water Group, L'Oreal Cosmetics & Hair Care.

- Interpreted and communicated marketing strategy through visual executions.
- Created and developed brand campaigns for TV, Print, Retail, OOH and Point Of Purchase.
- Directed photographers, illustrators, re-touchers, production artists to achieve desired results.
- Contributed to strategic solutions and responsible for the typography, photography, demos and logos development for L'Oreal Studio Line brand.
- Developed the advertising creative for L'Oreal Visible Lift Foundation TV and Print Ad launch. Won Effie award for Visible Lift Foundation.

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Hal Riney & Partners,
Burkhardt & Christy,
Grey Group

Freelance Art Director 1993-1994

New York, NY

Clients: Fuji, Sony, BMW Motorcycles.

- Established follow up campaigns for brand advertising print.

Ammirati & Puris, Art Director 1990-1993

New York, NY

Clients: Compaq, UPS, Aetna, BMW

- Proven effective team player on the Compaq new business pitch and launch.
- Created Print and Retail advertising.
- Directed photographers, re-touchers, production artists for print advertising.

Studio Creative Manager

- Developed the studio's culture and quality standards while fostered an environment that was collaborative, trusted, innovative, driven, passionate and diverse.
- Ensured quality and timely release of materials for publications and client presentations by collaborating with creatives, art buying, production and account services.
- Implemented the capabilities for in-house type setting and managed the growth of department from a staff of 14 to 28.

Angotti, Thomas, Hedge, Assistant Art Director 1987-1989

New York, NY

Clients: Barrons, KLM Airlines, Wild Turkey, Saab.

- Assisted in the development of brand and retail print advertising.

Skills:

Proficient in Mac OS X, Quark, Photoshop, Indesign, Microsoft Word, Powerpoint, CS3 – Flash.

Education:

Rhode Island School of Design 2008 Flash, Web Animation & Interactivity.

Center of Media Arts Certification: TV Art & Production, Computer Graphics & Animation.

School of Visual Arts Bachelor of Fine Art: Advertising & Graphic Design.