

BRUCE CASCIA CREATIVE DIRECTOR

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- An experienced creative director/art director and marketing professional who can develop and execute high-impact campaigns for print advertising, brochures, Web sites, print and online newsletters, corporate identity materials, television, and other digital or nontraditional mediums.
- Strong writer and designer who can develop and implement marketing concepts and strategies – from concept to completion.
- Coordinated and spearheaded all aspects of graphic design, illustration, brainstorming, product marketing, product launch, and international business relations for major clients, including Anheuser-Busch, cars.com, Clorox, Dell Computer, Dial, Frito-Lay, General Mills, JC Penney, Kellogg's, Kraft, McDonald's, Oscar-Mayer, and Sears.
- Recognized for excellence with advertising and marketing awards, including the Cannes Gold Lion for Kraft Miracle Whip, Chicago Addy for McDonald's, Clio for Kraft Cheese Whiz, Mobius Award for Kraft Miracle Whip and Silver EFFIE for General Mills Yoplait.

EXPERIENCE

2007 - Present

DraftFCB, Element 79, Robinson & Maites, Schafer Condon Carter

Freelance Creative Director / Art Director

Provide all aspects of creative direction and art direction for several well-regarded Advertising agencies including graphics and web development for various high-profile accounts.

- Developed creative campaign concepts to reposition Kraft's South Beach Diet Products as a mainstream brand, including print, TV and outdoor visual elements.
- Created POS signage campaign and brochure for Sears Room Air Conditioners that are currently in production.
- Created and developed a Direct Mail campaign for FedEx that increased response rate from 2% to 7%.

1991 - 2007

DDB

Associate Creative Director / Art Director

Worked in close collaboration with cross-functional teams comprised of producers, production assistants, and copywriters, to develop and launch visually and emotionally stimulating advertisements. Key clients included Anheuser-Busch, cars.com, Clorox, Dial, Dell, Frito-Lay, General Mills, JCPenney and McDonald's.

- Re-established a revitalized McDonald's as industry leader by leading the creative efforts behind the successful launch of the "Smile" campaign that dramatically increased customer visits.
- Created McDonald's topical campaign in conjunction with Mark McGwire (Big Mac) and Sammy Sosa's home run race - developed print, TV and promotional materials using both celebrities.
- Spearheaded Budweiser's Quality and Image campaigns for China, led creative teams in Chicago and Shanghai while driving sales beyond projections.
- Initiated a three-year 45% revenue growth for cars.com by doubling awareness & listings on their site
- Fueled Yoplait Yogurt's rebranding and created its longest running campaign, "Do It For You" while sparking its sponsorship of team "America3" the first all women's team to participate in the America's Cup Yacht Race.

Early career success as VP/Associate Creative Director for JWT and as VP/Creative Director for Ogilvy & Mather. Delivered outstanding creative advertising campaigns for clients including Ameritech, Beatrice Foods, Jovan/Beecham Cosmetics, Hyatt Hotels, Kellogg's, Kraft, Oscar Mayer, Brown & Williamson Tobacco, NutraSweet & Sears.

TECHNICAL

Proficient in CS5 In-Design, Photoshop, Illustrator & Quark