

Michael Caligiuri

Art Director | Designer

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I'm very fortunate to love what I do for a living. Throughout my career I've won numerous awards and created all types of multi-channel advertising initiatives for some of the top agencies in New York. In addition to achieving positive results for all my clients, I've help increase revenues and win many new business pitches. I pride myself on my versatility, strategic thinking and strong work ethic. I've supervised creative staffs, written and edited copy, and directed both print and video photography. I'm highly organized, enjoy working on many projects simultaneously, and possess strong presentation and administrative skills. I also have a thorough knowledge of all forms of production and a complete hands-on proficiency with both the Adobe Design, and Microsoft Office, suites.

THE ADVERTISING SOLUTION Creative professional for the following companies/agencies | 2009 to present

- **Bank of America:** Currently working as Senior Art Director for the internal marketing agency – Enterprise Creative Solutions.
 - Strategize with, and support, account teams and BOA clients within the Global Commercial Banking group.
 - Design ads, brochures, case studies, direct mail, events, fact sheets, invitations, presentations and white papers.
 - Create interactive pdfs, e-brochures, rich media collateral and special online projects. Prep all pre-coded files.
 - Supervise staff of graphic designers and studio personnel. Coordinate all projects with internal and external production teams.
- **Humanscale:** ACD for the marketing group of this ergonomically-engineered products company.
 - Supported both product and sales directors with impactful presentations, proposals and event materials. Supervised design staff.
 - Developed ads, collateral materials, logo designs and packaging. Played an integral role in all new product launches.
 - Designed all interactive-related creative for websites, landing pages, emails, animated banner ads and various social media.
 - Coordinated and directed all aspects of new and existing photography and video production, including CMS and archiving.
- **HouseParty.com:** Developed digital creative for *Aquafina*, *Hasbro*, *Breyers* and *Gerbers* for this tech-savvy, experiential marketing client.
- **A-Team:** Created print ads, collateral materials and integrated promotional campaigns for CPG and spirits clients *Dream Non-Dairy*, *General Cigar*, *Grand Marnier Liqueur*, *Imagine Soups*, *Kozy Shack Foods*, *Sky Spirits Brands* and *Weight Watchers*.
- **Various:** Developed client presentations and/or participated in new business pitches for *A&E Network*, *AXA Equitable*, *Bed Bath & Beyond*, *Club Quarters*, *DIRECTV*, *Duane Reade*, *Heritage Flooring*, *MetLife* and *Nikon*.

OGILVY & MATHER Creative Director for international full-service advertising agency | 1999 to 2009

- American Express* Designed ads, direct mail and print materials, most notably a 10-year on-premise branding campaign at Radio City Music Hall. Developed co-branded campaigns that increased card usage for multiple lines of business within the Establishment Services division.
- AT&T Wireless* Created impactful ads and direct mail for the mLife campaign, including successful *American Idol* and *Rolling Stones* promotions.
- CDW* Upgraded the design standards of direct mail and special projects for this industry-leading IT solutions company.
- Goldman Sachs* Headed the group that developed brand advertising and marketing communications, including the creation of brand guidelines.
- IBM* Designed ads, collateral materials, events and special projects. Initiated the implementation of IBM's online *Campaign Designer*.
- Plavix* Developed direct-to-consumer campaign for this anti-platelet medication that also drove highly successful national TV spot.
- Sears / Kmart* After winning these retail accounts, supervised the groups handling creative for all direct mail, interactive, and Craftsman Club collateral.
- TD Ameritrade* Created and executed ad campaigns, collateral materials and events, including prestigious annual *Elite Advisor Summit*.

LOWE & PARTNERS Senior Art Director for promotional division of acclaimed 4A advertising agency | 1996 to 1999

- Advair* Headed up the creation and implementation of on-premise *Go* campaign at *Bally's Total Fitness* gyms nationwide.
- Century 21* Designed and directed ads and campaign-related materials. Direct campaign targeted at realtors set a regional response record.
- Denny's* Created in-store promotional campaigns and materials, including an annual Major League Baseball 3-D card promotion.
- General Cigar* Created and staged the successful *Night of Champions* national sampling event with legendary boxing heavyweight *Larry Holmes*.
- Lotronex* Assisted healthcare partner Lowe McAdams in pitching and winning this major pharmaceutical account.
- NY Islanders* Developed promotional materials, events and special projects. Instrumental in the creation of the popular *Islanders Kids Club* program.
- Stroh's Brewery* Designed integrated campaigns, from ads to in-store, including an award-winning hockey promotion with legend *Mario Lemieux*.

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- Additional**
- Write headlines and copy for various projects. Edit and critique copywriting. Produce radio spots.
 - Client-facing experience and a high level of interpersonal, written and verbal communication skills.
 - Work with outside vendors to coordinate and execute video production, back-end website development and printing.
 - Have also worked as a digital and traditional Illustrator, voiceover artist and singer/guitarist.

- Accolades**
- Art Director's Club Award / BOLI Awards / Email Marketing Sherpa Award / One Show Finalist / POPAI Award / Reggie Awards

- Education**
- New York Institute of Technology / Dean's List / BFA in Advertising Design

Recommendations

DEBI R. FEINMAN When working with Michael I was fortunate to benefit from his creativity, professionalism, business acumen, and ability to make the most complex project seem simple. Whatever the assignment, from print to digital, he was one of the most wonderful creatives I have ever worked with.
*Managing Director,
Ogilvy & Mather*

IAIN HUNTER It was my pleasure to work closely with Michael for about three and half of my five and a half years with Ogilvy. He is a deep thinking, considered creative partner who goes the extra step or steps necessary to put that all important additional creative finesse to any assignment he undertakes.
*CEO, Founder,
HS Dominion, London*

HENRY JOHNSTON When it comes to creative solutions, Michael is the perfect partner. His instincts, imagination, design aesthetic, and attention to detail make him a huge value add. His ability to execute integrated campaigns also makes him ideal in a business situation, which is a rare combination. He's a pro.
*SVP, Account Director,
BBDO*

ANDREW LADDEN I worked with Michael at Ogilvy & Mather in New York for several years. He's a conceptual creative who knows the ins and outs of print and interactive advertising. Michael can take the most complicated, fast-turnaround, high intensity accounts and turn them into smooth running machines with results-driven, and award-winning creative.
*Exec. Creative Director,
Ogilvy & Mather*

JODI O'SULLIVAN I have had the pleasure of working with Michael on several new business initiatives. He's a smart, strategic thinker and an extremely gifted and talented artist. Whenever we work together, I know that I can always count on him to give his total and complete focus to each and every project. He is a consummate professional and a total team player.
*Co-founder,
Sage Advertising*

CHRIS RETCHO Michael is a true pro. He is not only an outstanding partner but also someone whose capabilities I respect. He's always done superior work and is great at managing expectations both internally and externally. He not only supported the business but was a true collaborator on how we could grow it.
*Account Services,
Ogilvy & Mather*

SARAH SULLIVAN In addition to being a joy to work with, Michael is an expert collaborator, creating inspiring designs that also help to optimize the copy. His concepts prove to be not only visually captivating, but also excellent vehicles for the messaging. He is a true professional and a natural team player.
*Copywriter,
Humanscale*