



EXPERIENCE

08.2008-Present

Google ~ New York, NY

Head of Creative Innovation - ZOO (Creative Content Development)

- + Leads creative team responsible for driving Google display revenue (pitch pipeline \$200MM a quarter)
- + Public speaking on behalf of Google/YouTube at industry events including: the AMA, One Club, FourA's, OMMA and Media Week
- + Leads team that is responsible for overall creative excellence, strategy, content and design
- + Responsible for agency and client C-level meetings to communicate Google/YouTube across the Americas
- + Creative Leader of Google Digital Boot Camp for agencies and partners - a two day cross functional, hands-on and immersive program including ideation for real world projects
- + Other highlights include:
 - Recipient of 2011 Google Achievement Award (40 out of 3,500)
 - Recipient of the highly prestigious 2010 Google's OC Award - for YouTube Monetization, Honorable Mention
 - Recipient of 2009 Google Impact Award (present by Leadership to a select few for overall positive organizational impact)
 - Awarded 40+ peer bonuses in 30 months from colleagues and management
 - Volvo Twitter Homepage Masthead on YouTube - first ever use of Twitter on Homepage of YouTube
 - Creative product development which led to the creation of products including the YouTube Mosaic and Video wall

08.2007-09-2008

John Militello IsD llc ~ New York, NY

President

- + **Google/YouTube** - Creative design, ideation and brand integration
- + **InstantCast** - Logo creation, Web site re-design
- + **Tokutek** - Logo and corporate identity, Web site design and branding
- + **Betsy & Claude Baking Co.** - Web site design, marketing strategy consulting
- + **Dean Harris Jewelry** - Web site re-design and eCommerce deployment

01.1999-08.2007

Fitzgerald Brunetti Inc ~ New York, NY

Vice President & Creative Director

- + Founding member and driving creative force since inception and key member of management team
- + Managed day-to-day creative team (5 full-time employees plus freelancers on a per project basis)
- + Developed company strategy and brand identity, which included clients such as Ford Motor Company, Mercedes-Benz, Volvo, Ardent Learning, and SageCrest
- + Responsible for all creative direction from concept, ideation, look and feel to overall messaging
- + Collaborated directly with high level clients from initial pitch meetings to project strategy, provided daily project support
- + Managed multiple staff, freelancers, vendors and client partners on large scale interdisciplinary projects
- + Supervised multiple award winning consumer facing projects incorporating: web, print, video, advertising, live events, presentation graphics, animation and public relations
- + Highlights included: Led creative team in development and sale of the VOLVO FOR LIFE AWARDS - \$3.5 MM annually, now in its seventh year. Driving force behind the VOLVO DRIVE FOR LIFE DAYS to support Alex's Lemonade Stand Foundation to support pediatric cancer, which reached an audience of over one million and helped to raise over \$1 MM for the foundation through events held at all U.S. Volvo retailers.
- + Awards included: **Telly Awards** for Local, Regional, and Cable Television Commercials "Live 8: Why" & "Live 8: Three C's" 2006; Winner **PRWEEK** "Cause-Related Campaign of the Year" 2005; **NY Festivals** International Film & Video Gold World Award "VIVA Volvo: 2004 Retailer Conference," 2004; **PR News** Platinum Award "Best Media Event," 2004; **PRWEEK** Awards "Product Brand Development Campaign of the Year," 2003; Macromedia "**Site of the Day**," 2003; **Telly Award** "Volvo: The Passion in The Promise," 1999





06.1994-06.1998 **MDI Creative ~ Woodcliff Lake, NJ / Detroit, MI**

Regional Creative Director / Art Director

- + Promoted in 1996 from Art Director to Regional Creative Director to oversee and manage New Jersey and Boston art departments
- + Directed creative look and feel for national automotive dealer meetings, including live action performances
- + Highlights include: Ideation and strategy for national rollout of Mercedes-Benz pre-owned program - \$1.3 MM project
- + Directed design of Lincoln Mercury and Ford Heavy Truck accounts
- + Responsibilities included: layout and production of proposals; research and design of logos and campaign themes; production of graphic presentations with audio and video; client presentations
- + Managed and supervised photo shoots and press checks
- + Clients included: BMW, Digital, Chrysler Financial, Ford Motor Company - Lincoln Mercury and Ford Heavy Truck; Infiniti, Mercedes-Benz, Nissan, PictureTel, Volvo

06.1991-05.1994 **Cromwell Communications ~ Royal Oak, MI**

Graphic Designer

- + Managed and designed award winning lottery campaign
- + Promoted from mat room to Lead Designer in three years, all while attending college full-time
- + Direct clients included: Michigan Lottery, Little Caesars Pizza, Detroit Redwings, Detroit Tigers, K-Mart
- + Agency clients included: J Walter Thompson - Ford; Leo Burnett - Oldsmobile; RL Polk - Toyota

EDUCATION

College for Creative Studies ~ Detroit, MI

Bachelor of Fine Arts (Graphic Communications), December 1993

- + Recipient of 1993 Leo Burnett Scholarship (full tuition) based on faculty nomination and evaluation of portfolio

EXTRAS

Art, Food, Cars, Travel and Other Fun Stuff

- + Accomplished Oil Painter - painting displayed in the U.S. Senate at the age of 12 through the DAR Boys & Girls Club of America
- + Worked my way through first half of college as a chef
- + Traveled to 13% of the world, so far! Highlights include: Managed Rock band tour in Northern England; 14 days of travel throughout China; and, most recently, a father-son trip to Northern Italy
- + Folder (folding bicycles) enthusiast
- + Part of the 1% of the population that has driven a Formula race car
- + Contributing member of Fort Tryon Park Trust and New York Restoration Project
- + Contributor to Alex's Lemonade Stand
- + Volunteered in the aftermath of 9/11 for the Red Cross providing meals for ground zero workers
- + Professional member - The Art Directors Club
- + Professional member - AIGA (American Institute of Graphic Arts)
- + Accepted and attended AIGA Business Perspectives for Creative Leaders at the Yale School of Management

