



#### DDB WORLDWIDE

2006-PRESENT: VP CREATIVE DIRECTOR · ART DIRECTOR

Accounts: Johnson & Johnson RoC SkinCare, Ciba-Cibavision, Transitions-Transitions lenses, Merck- Dulera, Singulair, Guardasil, P&G Actonel, Effient.

Johnson & Johnson 's global skin care brand, RoC, is a household name in Eurpoe but needed to be recognized in the US. By creating a campaign that spoke to the mature target like no one spoke to them before increased awareness, credibility and sales 3 years in a row.

#### CARRAFIELLO · DIEHL & ASSOC.

FREELANCE: 2006

Accounts: Sunny Delight, Elations: Joint health beverage.

#### GREY WORLDWIDE

2003-2006: VP CREATIVE DIRECTOR · ART DIRECTOR

Accounts: 3M, Olive Garden, Slim·Fast.

3M: Innovative products and wonderful clients. With low budgets we gave them high quality award winning work.

OLIVE GARDEN: Sales were at an all time high for Olive Garden. Clients were happy, and customers were happy. As Creative Director on Olive Garden the challenge was not to get stuck in the "if it works, don't fix it" mantra, but to raise the bar and look for unique opportunities to inspire creative thinking so everyone stays happy.

SLIM·FAST: It was packed with a lot of vitamins and nutrients and left room for creativity.

#### D'ARCY

1991-2002: SVP ASSOCIATE CREATIVE DIRECTOR

Accounts: Crest, Folger's, Millstone Coffee, Corning, M&M Mars, American Red Cross  
One of my responsibilities at D'Arcy was heading a global creative team to develop a global campaign for Crest. Creatives from Italy, Poland, Brazil, Turkey, China and the U.S. worked together to understand the needs of the different markets. I worked closely with D'Arcy's global account management team based in Spain and France, as well as working with the brand managers in all the regions where Crest was represented.

#### DELLA FEMINA, McNAMEE, WCRS INC.

1984-1991: Senior Art Director

Accounts: A&W Beverages Inc., Dow, Hercules, Hershey Pasta, Ilford Film, Sheraton Hotels, Sweet'N Low, ViewMaster/Ideal, WCBS TV.

#### HOMER & DURHAM INC.

1980-1984: Art Director

Accounts: Citibank, Citicorp's Citi\*Investments, Rhode Island Hospital Trust National Bank,