

# Brand advertising, digital design, and everything in between.

As a 17 year veteran of advertising and a Creative Director born digital, I have all the skills you need for an innovative brand.

My background includes top digital agencies: 2009 Digital Agency of the year AKQA, the infamous Mekanism, EVB (Evolution Bureau), and Freestyle Interactive.

And my success record includes the Universal Studios Centennial site for The Branding Farm, LHW (Leading Hotels of the World) work for Genex, and funding for the Rhythm and Hues project Voyr, an entertainment platform following the tour life of Kanye West. Also, two fashion startups: Skinny Bitch Apparel and Love This Sunday.

Advertising is about doing things to stand out. So over the years I've developed an innovative skill set to do just that.

## **Career Highlights:**

- Made Honda a leading resource for new riders with LearnToRide.Honda.com
- Helped start fashion brands Skinny Bitch Apparel and Love This Sunday
- Helped EVB pitch Captain Morgan, PopChips, and Nike
- Transformed Teak Digital from a broadcast production company to a social-media content creator
- Built innovative YouTube channels for Google. The Nexus One and Google Mobile.
- Designed the Universal Studios Centennial site and StarWarsInConcert.com
- Helped thousands 2010 FIFA World Cup fans GO with Visa's scheduler Facebook App
- Created the first page takeover ever displayed on NewYorkTimes.com
- Made my wife's and my wedding a viral event to remember <http://bit.ly/SpR1S9>

## JOB HISTORY

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### **Dailey Advertising**, Digital Creative Director (08/11 - current)

In service to Honda Powersports, I've created ad campaigns, branded content, web design, POP, rich media, and ECRM. I manage a team of designers and direct production and development. My successes includes the 2014 ATV campaign: For Every Challenge There's a Honda, the 2013 CRF450R launch with Justin Barcia: Welcome to Generation Scrub, LearnToRide.Honda.com, and Honda's first video e-mail. Also, I've received two top performance awards.

### **Freelance**, Digital Creative Director, ACD, and Sr. AD (12/01 - 08/11)

At 20+ agencies I've created award-winning microsites, rich-media ads, mobile apps, and digital first campaigns.

#### **The Branding Farm**

(06/11 - 06/11)

CD on NBC

#### **Draft FCB**

(05/11 - 06/11)

ACD on California Energy Project

#### **Evolution Bureau**

(01/11 - 04/11)

ACD on Sun Drop (MTV), Nike, and Captain Morgan

#### **Mekanism**

(09/10 - 11/10, 02/09 - 08/09)

ACD & Flash Animator on AXE, eBay, DKNY, EA Games, and LucasFlims

#### **AKQA**

(08/09 - 01/10, 11/10 - 12/10)

ACD & Sr. AD on Visa, Cisco, and eBay

#### **Freestyle Interactive**

(08/08 - 01/09)

Flash Dev on EA Games, and EA Sports

#### **Publicis Modem**

(Off & On 06/07 - 08/08)

ACD, Sr. AD, & Flash Dev on HP and LG Electronics

#### **Carat Fusion**

(Off & On 08/06 - 08/08)

ACD, Sr. AD, & Flash Dev on Adidas, Kodak, Kohler, Progressive Insurance, Lifetime, LEI, and Seagate

#### **McCann: MRM Partners**

(08/04 - 01/06)

Sr. AD on MSN, MS Office, Windows Server System, and Visual Studio

#### **Yahoo! Idea Group**

(08/03 - 08/04)

Sr. AD on Yahoo! Entertainment, Sports, Games, and Finance

#### **Other Agencies**

(Since 12/01)

Obscura Digital, Cog1, Maiden Lane, JWT Boom, JWT Tech, Cnet, Gyro, US Web/CKS, Chautauqua, Lena Chow, Y&R, and Harrison Wilson & Associates

### **Teak Digital**, Freelance Digital Creative Director (01/10 - 09/10)

I ran the interactive department and moved Teak's business model from broadcast production to social media content creation. I managed the Google Mobile account, and won new business from Google, Bear Naked Granola, and Joby.

### **Hypnotic Design**, Founder and Creative Director (12/01 - 12/07)

I designed integrated campaigns, digital advertising, promotions, and collateral for my clients. Projects required contracting writers, illustrators, photographers, and programmers — and writing a slew of estimates.

**Clients:** Albertson's, Del Monte, Eastman Outdoors, Mervyn's, Schieffelin & Somerset, TiVo, and Yahoo!

### **Grey Worldwide SF**, Sr. Art Director: (10/99 - 12/01)

As the partner of the GCD/CW of Grey, I managed print, TV, outdoor, and online advertising for Oracle, PMC-Sierra, and Seagate.

### **Winston Advertising**, Design Director, Sr. Graphic Illustrator (01/97 - 06/98)

### **Aquent**, Production Artist/Designer (08/96 - 01/97)

## EDUCATION

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#### **Dale Carnegie** ('12)

Leadership Training

\* Highest Achievement Award

#### **Santa Clara University** ('95)

BA in Fine Art,

Minor in Biology

#### **Art Students League** ('96)

Classical Life Drawing

#### **SF Comedy College** ('05)

Stand-up

## TEACHING EXPERIENCE

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#### **Academy of Art SF**

Master's Program: Advanced Concepting

Bachelor's Program: Integrated Advertising

## TOOLS

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Adobe Creative Suite, HTML, CSS, and AS3

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## REFERENCES

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