

## PAULO SELLITTI

Creative Director

work: <http://bit.ly/PauloWork>  
(415) 531-8078

An innovative creative director with expertise in entertainment and technology, I create strategic marketing campaigns and help build extraordinary brands.

## JOB HISTORY

### Hypnotic Design

**Founder, Executive Creative Director**

Los Angeles | (2016 - current)

- Founded Hypnotic Design, an entertainment and marketing communications hybrid specializing in strategic marketing campaigns and brand growth for entertainment, B2B startups, and B2C tech brands
- In 2017 answered multiple 360° campaign RFPs for entertainment companies resulting in ≈\$2M worth of production dollars from Sony, Starz, Nat Geo, FX, and Disney
- Exceeded KPIs for qualified leads by attribution from an event, landing page, and shared digital content for clients Altify and Lattice-Engines
- Clients: Altify, Lattice-Engines, Stradella Road, Project X/AV, LiveRamp, Bebe Studios, Kägwerks, Signal FX, and Skinny Bitch Apparel

### Hi5 Agency (formerly New Wave Entertainment)

**Creative Director**

Los Angeles | (Jun 2014 – Oct 2016)

A social content marketing agency for entertainment and the 2017 Shorty Award's mid-sized agency of the Year, I led all agency RFPs and managed creative content campaigns for Netflix, Starz, and FOX Home Entertainment.

- Won the agency's first account from Netflix (Orange: Season 3) and with a 50% win ratio, brought Hi5 to its inflection point, drawing upwards of \$60-100K/month in fees
- Managed a team of up to 25 people working on digital/social content, video and photoshoots, microsites, AV, motion graphics, and physical production
- Led strategy, ideation, and creative direction on 28 digital/social content RFPs for FOX Home Ent, 10 RFPs for Netflix Original series, and a dozen more for Starz, CBS, ABC, Paramount, and STX
- Titles: Lady Dynamite, Wet Hot American Summer - First Day of Camp, Flaked, LOVE, Jadotville, The Fault In Our Stars, If I Stay, Let's Be Cops, Maze Runner, Dawn of the Apes, Gone Girl, Birdman, Exodus, Taken 3, The Pyramid, Wild, Kingsman, Unfinished Business, Spy, Me and Earl and the Dying Girl, True Story, Paper Towns, Scorch Trials, Hitman, Fantastic Four, The Martian, Victor Frankenstein, and The Revenant

### Dailey Advertising

**Digital Creative Director**

Los Angeles | (Aug 2011 – Jun 2014)

- Created 360° campaigns for Honda Motorcycles and did strategy, design, and development of its Honda's website, mobile site, microsites, display ads, emails, video content, TV spots, print ads, and POP
- Managed a team of 15 people including designers, writers, developers, and UX & AV artists
- Led live action and still photo shoots with production crews as large as 40 people including 1 director, 2 still photographers, and 4 DPs
- Received 2 creative performance awards and was highly regarded by Honda's mgmt team
- Designed Honda's homepage and global nav, Honda's Learn To Ride site (a socially-integrated video destination) Honda's Owner's portal, The Gold Wing Trip Planner, new model product microsites and landing pages, and a 100% responsive email template which launched with Honda's very first video email
- Campaigns: "For every challenge, there's a Honda", "Welcome to generation scrub" with Justin Barcia, and "Start your ride" a microsite showcasing 8 new entry-level bikes

## JOB HISTORY CONT'D

### Teak Digital

Freelance Interactive Creative Director

San Francisco | Jan 2010 – Aug 2010

- Helped rebrand and transform Teak from a broadcast production studio to a content agency
- Led the interactive department with a team of 8-12 designers, producers, editors, motion graphics artists and programmers. We developed award-winning microsities, YouTube channels, AV spots, and rich-media ads for Google Mobile and Google Search. And, a category first Facebook app for Bear Naked Granola

### Digital Creative Director, ACD, and SR. Art Director

Freelance

SF + LA | Dec 2001 – Aug 2011

A pioneer of social with top agencies in SF and LA | integrated digital, social, and mobile ideas into large-scaled brand advertising campaigns.

#### AKQA

- Concepted Visa's first Facebook app, a socially integrated scheduler for the 2010 FIFA World Cup
- Designed Visa's social media campaign for the 2010 Winter Olympic Games
- Concepted a digital magazine & campaign for X-box's 10 year anniversary at E3

#### Mekanism

- Developed rich-media advertising for AXE's "The Fixer" campaign
- Designed one of the industry's first Flash 10 full-screen immersive video microsities for Star Wars In Concert
- Designed the integrated campaign for eBay's, "Love To Give" holiday advertising featuring Samantha Bee

#### EVB - Evolution Bureau

- Led social campaigns for Sun Drop Soda, Nike, Captain Morgan, and Pop Chips

#### Ignition

- Designed the 2018 campaign for The Rams season ticket offering

#### Genex

- Concepted an industry-first concierge app for *Leading Hotels of the World*, complete with Facebook Events and Gallery integration

#### The Branding Farm

- Designed and won the Universal Studios Centennial microsite project: [www.universal100th.com](http://www.universal100th.com)

#### McCann/ MRM Partners

- Created integrated rich-media campaigns for MS Office ("Office has evolved"), Windows Media Player, Windows Server System, and Visual Studio

#### US Web/CKS

- Redesigned Alta Vista's search engine homepage for the Smart is Beautiful campaign

#### Other Agencies

Draft FCB, Publicis Modem, COG1, Carat, Freestyle Interactive, Yahoo! Idea Group, CNET, JWT Tech, Maiden Lane, and Gyro

### Grey Worldwide

Sr. Art Director

San Francisco | (10/99 - 12/01)

- Created traditional and online ads for Oracle's "Software Powers The Internet" campaign
- Art directed photoshoots, TV spots, and a category first page takeover on [NewYorkTimes.com](http://NewYorkTimes.com)

## EDUCATION

### Dale Carnegie 2012

Leadership Training

### Art Students League '96

### Santa Clara University '95

BA Fine Art,  
Minor Biology

### Bellarmine College Prep '91

## TEACHING

### Academy of Art SF

Master's Program:  
Advanced Concepting  
Bachelor's Program:  
Integrated Advertising

## AWARDS

### Shorty Award

Social Campaign

### Highest Achievement Award

Dale Carnegie

### Addy Award

Rich Media Campaign

### Addy Award

Poster

## AFFILIATIONS

### Social Media Club LA

**TypeThursday**  
Member and Volunteer

### AAB Showcase

Judge

### Venice, Italy TV Awards

Judge

## TOOLS

Adobe Creative Design Suite,  
MS PowerPoint, HTML 5,  
Google Slides, CSS

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## REFERENCES

### Casey Jones

**Global Marketing, Brand Strategy and Messaging Architecture,  
Brief Logic, Inc**

Casey has developed fully-integrated marketing campaigns for global technology brands as well as national hotels, restaurants and consumer packaged goods companies. He has led over \$6B in integrated marketing campaigns to date.

<https://www.linkedin.com/in/casey-jones-a8a649/>  
(917) 971-9708

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### Marcia Zellers

**CEO & Founder,  
Chironomy**

As COO of Stradella Road, a mobile-first creative marketing agency specializing in entertainment, social marketing, video and media creative, and app and web design, Marcia was responsible for production, strategic and creative operations, and client account management.

<https://www.linkedin.com/in/marciazellers/>  
323-810-9777

*"I often relied on Paulo for creative concepts for entertainment campaigns when I ran Stradella Road. His experience, chops, & strategic marketing insight were always top-notch. He consistently delivered exciting ideas that were right for the title and the campaign. He's also great to work with, as he's a good listener & collaborator and isn't precious about critique."*

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### Patrick Morrissey

**Chief Marketing Officer,  
Altify**

As CMO of Altify, a digital sales transformation company, Pat Morrissey is a growth-driven marketing, sales and business development executive specializing in B2B technologies.

<https://www.linkedin.com/in/patrick-morrissey-40b161/>  
(415) 730-1546

*"This was a breath of fresh air, getting new and fun ideas."*

**Disney - Millionaire**