

KEVIN DIMAGGIO ART & CREATIVE DIRECTION STRATEGY & CONCEPT DEVELOPMENT

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2005–2011

Throttle Communications, Pittsford, New York—*Owner/Creative Director*

Managed and supervised all facets of clients' marketing efforts within a boutique, solutions-oriented shop.

Key Achievement(s): Even in the economically depressed and shrinking central/western New York markets, we grew or held stable event attendance each year for Watkins Glen International while national NASCAR attendance and ratings were eroding. By 2010, WGI was the top performing venue (by percentage increase in attendance) in the ISC portfolio and many of the track executives we worked with were promoted within the ISC organization.

Accounts: Watkins Glen International; Scott Miller Salon; local advertising/marketing agencies.

2000–2005

Saatchi & Saatchi | Rochester—*Vice President/Creative Director*

Managed creative department and new business efforts, strategy development, and art direction for Saatchi & Saatchi Worldwide satellite office servicing various global, national and local B2B and B2C accounts.

Key Achievement(s): Led creative growth as CD during 2004-05, contributing to agency winning two Best-In-Show awards and most overall awards at Rochester ADDY competitions.

Accounts: Baush & Lomb; DuPont–Agricultural, and Flooring Systems Divisions; Eastman Kodak Professional Division; Shaw Contract Group; University of Rochester Medical Center; Watkins Glen International, etc.

1998–2000

Eric Mower & Associates, Rochester, New York—*Associate Creative Director*

Creative supervision, strategy development and art direction within a six-office agency located throughout New York and Atlanta, GA.

Key Achievement(s): Helped establish satellite office as a creative force in the Rochester market. Contributed to the most wins in the history of the agency at the 2000 Rochester ADDY Awards and more than any other agency in the market.

Accounts: Al Sigl Center; Birds Eye Foods; Eastman Kodak Consumer and Health Imaging Divisions; Empire Kosher Poultry; Rich's Food Products, etc.

1988–1998

Saatchi & Saatchi Business Communications, Rochester, New York—*Creative Supervisor/Senior Art Director*

Creative supervision, strategy development and art direction of advertising and integrated communications for various global, national and local B2B and B2C accounts.

Key Achievement(s): Helped Kodak Professional transition from film to the leading brand in digital camera systems and technology for the professional photographer.

Accounts: Agway Country Foods; Blue Cross & Blue Shield of the Rochester Area; Champion Athletic Apparel; DuPont–Corporate and Agricultural Divisions; Eastman Kodak–Consumer Imaging, Professional, Commercial Graphics, and Motion Picture Divisions; Fisons Pharmaceuticals; Frontier Communications; Marine Midland Bank; Rochester Red Wings; and Samaritan Medical Center, etc.

Syracuse University, Syracuse, New York

B.A.—Advertising/Graphic Design, S.I. Newhouse School of Public Communications

Awards:

Numerous ADDY, PRISM and Telly awards; appeared in the prestigious International One Show. Published in "The Art Director's Annual", "Communication Arts" and "Print".

Web site, portfolio and reel can be viewed at: <http://kevindimaggio.com>