

CARLO GUARDASCIONE

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Portfolio: carlonos.com

EXPERIENCE

CREATIVE DIRECTOR

Aisle Rocket Chicago, IL

03/2021 – Present

- Lead the creative vision and content development across web and retail for three Whirlpool brands: Maytag, Gladiator and everydrop®
- Oversee data-driven creative, user experience, content hierarchy, and photo & video production for two D2C websites to ensure brand strategy initiatives
- Manage and mentor a team across design, copywriting, video, experiential, retail, social and digital disciplines

CREATIVE DIRECTOR

Mosaic Chicago, IL

03/2019 – 03/2021

- Lead the creative vision for brand engagement activations across all clients
- Manage brand activations, promotions and retail marketing experiences
- New business wins for General Mills, AT&T, Samsung and Nestle

ASSOCIATE CREATIVE DIRECTOR

Havas Chicago, IL

01/2017 – 02/2019

- Lead the creative in digital, social and direct response for the Citi account
- Manage the creative team on Citi cards, mortgages and investment projects
- Direct the team in new product launches and in-branch retail promos

ASSOCIATE CREATIVE DIRECTOR

FCB Chicago, IL

11/2015 – 01/2017

- Manage the direct and digital creative for T-Mobile and Cox Cable accounts
- Lead the content management for the Humana digital account
- Part of the team that won the Comcast in-store redesign pitch

SENIOR COPYWRITER

Digitas Chicago, IL

5/2012 – 11/2015

- Develop the Maytag Man campaign across social and brand engagement
- Part of the creative team that won the BP digital account
- Create strategic B2B work for the Kaiser Permanente healthcare account

EDUCATION

MIAMI AD SCHOOL Miami Beach, FL
Copywriting

UNIVERSITY OF SOUTH FLORIDA Tampa, FL
Bachelor of Arts – Mass Communications

SKILLS

Creative Direction | Digital Advertising | Website Content | Digital Asset Creation |
Experiential & Event Marketing | Digital Strategy | Social Media | Content Strategy |
Brand Development | Ecommerce/D2C | Cross-Channel | Direct Response | Retail/
Shopper Marketing | Metadata | B2B & B2C | UI/UX | SEO | Copywriting | Storytelling

AWARDS

CLIO AWARD – Social Media, Maytag Social Campaign
GOLD CHICAGO ADDY – Online/Interactive, Social Media, Tagged By Maytag
SILVER CHICAGO ADDY – Online/Interactive, Social Media, Maytag Pride Month
BRONZE CHICAGO ADDY – Online/Interactive, Social Media, Maytag Movember
BRONZE CHICAGO ADDY – Online/Interactive, Social Media, SCOTUS Ruling
EVENT MARKETER IT LIST TOP 100 – Cinnamon Toast Crunch “Cinnaverse”
EXPERIENCE DESIGN & TECH AWARDS – Best Pop-Up Retail Experience
IAC AWARD – Best Technology Integrated Ad Campaign “Citibank”
IAC AWARD – Best Portal Online Ad “Citibank”
FIRST PLACE IN CREATIVE, TEMPO AWARDS – Sprint, 360 Education
FIRST PLACE IN CREATIVE, TEMPO AWARDS – Kaiser Permanente, Good Health
INTERNATIONAL MOBIUS AWARD – Copywriting/Outdoor Advertising
BEST OF THE BAY ADDY AWARD – Poster Single
GOLD ADDY AWARD – Collateral Material/Poster
GOLD ADDY AWARD – Newspaper/Color
GOLD ADDY AWARD – Interactive Media/Banner
GOLD ADDY AWARD – Trademark/Logo Student
SILVER ADDY AWARD – Radio Regional/National
GRAPHIS ANNUAL