

## Carl A. Sorvino

*Designer, Writer, Director, Conceptualizer*

mobile: 201.315.0226

website: <http://www.csorvino.com>

email: [carl@csorvino.com](mailto:carl@csorvino.com)

linked in: <http://www.linkedin.com/in/carlsorvino>

- Intelligent, energetic and teachable with a great sense of humor and management style
- Wicked art and creative direction for the integrated space
- Strong design sense with great copy chops
- Powerful, persuasive and dynamic presentation and client facing skills
- Digital, mobile, social, environmental and gaming proficiencies
- Technically knowledgeable and culturally aware

### **Professional Experience**

#### **MWW – Senior Vice President, Executive Creative Director**

*New York, NY - February 2014 to Present*

- Leading my team in the creation of digital campaigns that are social by design
- Setting the direction and leading the ideation of on-brand, forward-thinking creative solutions across all digital media (online, mobile, social) to meet business objectives
- Designing creative strategic solutions for clients such as Jet Blue, NJ/EDA, Samsung, Nikon, Hillshire Farms, Pepsico and many others.

#### **EDELMAN DIGITAL – Vice President, Creative Director**

*New York, NY - October 2012 to February 2014*

- Leading my team in the creation of digital campaigns that are social by design
- Setting the direction and leading the ideation of on-brand, forward-thinking creative solutions across all digital media (online, mobile, social) to meet business objectives
- Designing creative strategic solutions for clients such as Unilever, Pfizer, Samsung, Heinz, The Home Depot, Ben & Jerry's and many others.
- Leading the creative new business development and helped win three pieces of new business

#### **FREELANCE - Creative Director**

*October 2011 to October 2012*

**Infor, Boombox, Group DCA, The Cement Bloc**

#### **SIGMA GROUP – Sr. Group Director, Creative**

*Oradell, NJ - July 2007 to October 2011*

- Birthed fully integrated campaigns utilizing Print, TV, Radio and Emerging in addition to my core Interactive expertise.

- Contributed to the Small Agency of the Year award for 2010 and Best B2B campaign for 2008
- Designed creative and strategic solutions for clients like Panasonic, Ciao Bella Gelato, BRUT, Famous Footwear, Bulgari, PERT, the NY Jets and more.
- Pitched against and beat larger agencies to win new business for Brut, Panasonic, Pert and Famous Footwear
- Supervised the efforts of other team members including CD's, ACD's, Art Directors, Creative Technologists, Developers, Senior Designers, Designers, Copywriters, Illustrators, Videographers, Editors and Motion Experts

**DIGITAS– Associate Creative Director**

*New York, NY - May 2000 to July 2007*

- Designed creative strategic solutions for clients such as American Express, The New York Times, AOL, Ameriprise, Pfizer, Samsung and many others.
- Helped conceive, develop and create the branded Interactive Marketing Powerhouse(iMP)
- Supervised the efforts of other team members including SE's, SSE's, Developers, Art Directors, Senior Designers, Designers and Copywriters.
- Worked closely with the UI department to create fluid, user-friendly sites with comprehensive GUI.

**GRANITE BROADCASTING CORPORATION – Manager of Web Design and Development**

*New York, NY - April 1999 to May 2000*

- Designed the visual identities of all Granite web properties, including look and feel, brand imaging and user interface.
- Managed multiple teams of Webmasters, Graphic Artists, Developers, Copywriters, News Editors and Account Executives.
- Constructed seasonal and stand alone websites for Granite stations and other broadcast groups
- Defined site functionality, navigation, interaction, site architecture and data flow, and supported user research and usability tests.

**Education**

**SAVANNAH COLLEGE OF ART & DESIGN, Savannah, GA**

Fine Arts

September, 1988 - May, 1990

**NEW JERSEY INSTITUTE OF TECHNOLOGY, Newark, NJ**

Webmaster Skills Certification (Author, Developer, Manager)

May, 1999 - May, 2000

**THE ART INSTITUTE OF PITTSBURGH, Pittsburgh, PA**

AS Graphic Design

May, 2008 - September, 2010