

JERRY CAGGIANO

CREATIVE DIRECTOR ~ WRITER

PIRAMIDE ADVERTISING, Riviera Maya

2009 – May 2011 Partner & Co-Chief Creative Officer

New Business Wins:

- Tulum Tourism
- Riviera Maya Tourism
- Cozumel Tourism

DRAFTFCB Chicago/New York

May 2010 – November 2010 Freelance, Executive Creative Director

- Lead team member pitching the \$150MM U.S. Army recruiting account.
- Directly responsible for leading and organizing the creative efforts of eight outside agency partners.
- Had the pleasure of graduating Mini Basic Combat Training for the second time.

LEO BURNETT Chicago

2005 – 2009 SVP, Executive Creative Director

New Business Wins:

- \$3MM Exelon Energy
- \$30MM DeVry University

Executive Creative Director /Writer:

- Corporate Responsibility: Coca-Cola, protectingamerica.org, Allstate Teen Driving and Catastrophe Management.
- Package Goods: Kellogg's Special K, Cheez-It, Nutri-Grain, Procter & Gamble Always, Tampax & Secret.
- Financial Services: Launched Allstate Your Choice Auto.

2001 - 2005 SVP, Executive Creative Director

Ran:

- U.S. Army Recruiting \$300MM integrated campaign.
- Responsible for: National TV. Print. Direct. Online, Events. Special Missions. TV/Web Drivers.
- Supervised sixteen teams (including four from multicultural partner agencies).
- Exceeded recruiting goals for four consecutive years—during wartime.
- Had the pleasure of graduating Mini Basic Combat Training.

1998 – 2001 VP, Creative Director

New Business Win:

- \$150MM Philip Morris Corporate Responsibility

Creative Director/Writer:

- Corporate Responsibility: Procter & Gamble
- Package Goods: Pepto-Bismol, Metamucil

1994 - 1998 VP, Creative Director

Ran:

- Oldsmobile, \$180MM National image advertising for Aurora, Bravada, the all new Cutlass, Eighty-Eight and other lines.
- Supervised ten teams.

1992 - 1994 VP, Associate Creative Director

New Business Win:

- \$10MM Arthur Andersen
- ACD Writer: McDonald's, Dean Witter, Hallmark, Sony.

GEER, DUBOIS, New York

1987 - 1992 Senior Writer

New Business Wins:

- \$2MM Stubbs Queensland Dry Premium Rum
 - \$1MM LeMeridien Hotels and Resorts
 - \$10MM Northrup Aviation
- Senior Writer: World Gold Council, Jaguar, Sony, B. Dalton Bookstores, Barnes and Noble Bookstores, Romana Sambuca, Stubbs Rum, Foundation for the U.S. Constitution.

DICKINSON & RAKASEDER, Westport, Ct

1985 - 1987 Junior Writer

Senior managers were all accomplished big agency veterans from NYC. Not a bad place to start.

EMERSON COLLEGE, Boston

B.S. In Film, Minor in Fine Art and Speech.

AWARDS

Cannes, One Show, London International, ANDY, Art Director's Club, Effie, Communication Arts, Obie, NY Festival, Mobius, ADDY, Caples, Chicago Show.

A: 140 Oxford Rd, Kenilworth, Il 60043

H: 847.251.8315

M: 312.560.1270

E: jerry@jerrycaggiano.com

W <http://www.jerrycaggiano.com>

T: <http://twitter.com/jerrycaggiano>