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# MARK MUSTO

## CREATIVE DIRECTOR / COPYWRITER

### EXPERIENCE

#### **Euro RSCG Worldwide New York 3.08-3.09**

*Freelance Creative Director on ExxonMobil*

Created Exxon Strike Zone—an interactive brand experience inside Major League Baseball's Nationals Park. Created and launched ExxonMobil's 2009 Global print architecture. Authored, pitched and won the \$30 million National Math and Science Initiative business.

#### **Independent 12.06-3.09**

*Freelance Creative Director, Copywriter and Art Director for various agencies and clients, including DDB San Francisco, Euro RSCG Worldwide New York, Fuel London, Viacom, The Wall Street Journal and Y&R New York.*

Developed campaigns for Chevron, Double A paper, Ford, Lending Tree, Nickelodeon, The Wall Street Journal and Volvo Cars.

#### **mcgarrybowen New York 11.04-11.06**

*Creative Director*

Pitched and won The Wall Street Journal. Created and launched the fully integrated "Every Journey Needs a Journal" campaign. Ran The Wall Street Journal and retail arm of JP Morgan Chase.

#### **Amalgamated New York 7.04-11.04**

*Creative and Strategic Consultant*

Pitched and won the Optimum Cable account.

#### **Deutsch Los Angeles 2.98-6.04**

*Senior Vice President, Associate Creative Director*

Pitched and won numerous accounts including SunAmerica, NFL Sunday Ticket, DirecTV and T.G.I. Fridays. Ran the \$150 million DirecTV account, while authoring numerous award-winning campaigns, including the DirecTV 'Installer' work. Developed campaigns for DirecTV, L.A.P.D., Mitsubishi, SunAmerica, and T.G.I. Friday's.

#### **Deutsch New York 8.94-2.98**

*Copywriter*

Pitched and won EMI Capitol Records. Developed campaigns for Bank of America, Publishers Clearing House, IKEA, EMI Capitol Records, and Oneida.

### RECOGNITION

- ADDY Awards
- Adweek's Best Spots of the Month and Year
- AIGA
- Beldings, including Best of Show
- Communication Arts
- Cool Site of the Day
- CEBA Awards
- Creativity Annual Awards
- Creativity Magazine's Hot Teams
- Print Magazine's National Design Annual

### EDUCATION

**School of Visual Arts**, New York, NY  
**Hofstra University**, Hempstead, NY  
*B.S. With Honors in Aerospace Engineering*

### PORTFOLIO

MARKMUSTO.COM