

55 WEST 26TH STREET, APT. 161 : NEW YORK, NY 10010  
917.922.4505 : MARK\_MUSTO@YAHOO.COM : WWW.MARKMUSTO.COM

# MARK MUSTO

## CREATIVE DIRECTOR / COPYWRITER

### EXPERIENCE

#### Independent 12.06-Present

*Freelance Creative Director, Copywriter and Art Director for various agencies and clients, including DDB San Francisco, Dow Jones, Euro RSCG, Fuel London, JWT, McCann-Erickson, Y&R and Viacom.*

Developed content for Bloomberg, Celebrity Cruises, Chevron, Double A, ExxonMobil, Ford, Lending Tree, Microsoft, Nickelodeon, Verizon, Vestas, Volvo and The Wall Street Journal.

#### 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 Global print architecture. Authored, pitched and won the \$30 million National Math and Science Initiative business.

#### 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. Developed content for Chase, Disney and Verizon.

#### 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. Friday's. Ran the \$150 million DirecTV account, while authoring content 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 content for Bank of America, EMI Capitol Records, IKEA, Publishers Clearing House and Oneida.

### RECOGNITION

- ADDY Awards
- Adweek's Best Spots of the Month and Year
- ALGA 100 Show
- 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