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Cut my teeth at Y&R, the largest ad agency in the world at the time... by creating the smallest ads in the world at the time. Then went from assistant AD to shooting my first DR PEPPER spot in 6 months. Y&R was a wonderful start-but I yearned for a more creative shop, so in time, I accepted a position working for Ed McCabe. (He answered to a 'higher authority' (*Hebrew National Campaign*) and so, I decided, to answer to him.) I won 46 Addy awards my first year there. Started an agency known as Rainmaker Advertising & acquired clients such as Citibank, Alamo and Ogilvy & Mather Latam.

Next step was to become a film director and by accepting a role with HSN to develop further as a storyteller. I Shot in four countries, more celebrities than I can remember-or count, and grew into the role of creative director of marketing and promotions. The promotions I created increased viewership and spurred sales-especially in the context of custom mini documentaries on how to cultivate pearls in China. These packages were also posted on the web...and this is where my fascination with online media and promotions first bit me. I ran the creative department and the post facilities(60 plus employees). I cross-reported to the CMO and was creative director to the marketing department. This meant, affiliate marketing via cross channel promotions, national image spots as well as web strategy and promotion.

When AOL called to recruit me, I answered the call. They wanted me to build a promotion department. This would provide the opportunity to merge my traditional background of advertising & marketing with the newest form of media into what would become the move that truly brought all of my background into play: Create award winning promotions and programs across digital, TV & print with a focus on video convergence. Built a team, nurtured and grew them into what would become an in-house ad agency that won more awards the first year at Promax and the Tellys than most of the large national networks. Pulled a department together, purchased equipment, designed space and taught people how to think. My personal goal was to become a true team and to work together not like other agencies that tend to silo people, but a team that makes the work stronger by working together --a lofty goal. And the best job of my life.

I look at the Internet as TV -- but a smaller box. Sure, behaviors are different and need to be acknowledged as such; you need to speak to a consumer differently on the web than say TV, but when you create a campaign that stretches across TV, outdoor, out of home and the web -- now *that's*, that's what I call convergent media.

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Jill Salvino /creative director cell: 917 701 3848 home: 212 933 4360 **JILLSALVINO.COM**

SUMMARY

Accomplished award winning creative director, writer, producer and director. Innovative, strategic creative thinker credited for making strides in programming, TV, film, print and the Internet. Management and supervisory experience in writing, editing, design, motion graphics production as well as direction. Highly creative individual with strong skills in teambuilding, management, building creative partnerships, communications and strategic planning.

GOAL

Discover the opportunity that capitalizes on my traditional advertising skills and thinking, Internet and convergent experience and embraces all aspects without a day-to-day focus on just one media. I truly believe that creative needs to transcend several forms of media to truly have an impact. I have the skill set and experience to lead that charge – this is what sets me apart from anyone in the industry.

STRENGTH

I believe everything starts with a good idea. The budget, timeframe or size of staff should never be the obstacle – just a factor. I have worked with very large budgets and surprisingly small ones; have run large departments and subcontracted all aspects of production. Pride has nothing to do with staff or budget-but success.

PROFESSIONAL EXPERIENCE

***Freelance Director/Creative Director* NYC**

April 2008-present

Freelance and contract consulting. National spots for DIRECTV as writer, producer & director. National Corporate branding for Entertainment companies. Promo landing page experiences for Internet based video companies. Regional (NYC) ad counsel chair for experiential NY agency. Clients range from all forms of business to consumer creative in the categories ranging from entertainment such as HBO & Showtime to Bing Search and soft drinks for all types of emerging platforms.

AOL Exec Director of Promotions/Creative Director Marketing* NYC (& D.C.) *December 2003-April 2008

Launched the promotion department, which is now known as in-house agency: Nuance Creative. Equipment purchase, staffing & budgeting. 12-19 industry awards per year. Direct reports varied: (15-25) producers, editors, music composer, motion graphics designers & admin. Also responsible for creative direction with outside agencies. Developed creative briefing process for online and traditional marketing campaigns including media, trafficking and campaign tracking. Success measured and established by creating a strategic points of view in the area of ideation, brand management and consumer motivation in a multitude of creative platforms as well as content for the AOL Brand, it's individual channel and Search product.

Team created compelling experiences via corporate communications and videos, Web sites, email blasts, sizzle reels, :15 and :30 second commercials along with all types of creative that encouraged a range of engagement in both the online space as well as traditional media and social networking platforms.

Responsible for AOL Up-Front site: oversaw creation of site with outside agency as well as 40 promos and live action footage to walk viewer through. Site was used to leverage new programming content to potential sponsors.

ACCOMPLISHMENTS/LARGE PROGRAM SELECTED WORK

Gold Rush: Online reality show with Mark Burnett: Delivered 10% over committed 10MM unique users and 100MM pv's. Sat on board of task force to tighten integration of digital marketing from a overall communications planning within AOL (network/sales/marketing) perspective into as well as Mark Burnett Productions and our media partner: CBS.

LIVE 8: Largest online consumer concert experience in the world on web to date. Nuance created the campaign that drove engagement both pre and post event for additional on demand concerts. (Garnered 1 Emmy, 2 Tellys, 1 Promax) An all-star lineup of musicians took the stage around the world to raise awareness about African poverty and disease in an effort to drive people to sign a petition and gather signatures for the G8 summit to forgive Africa's debt, the first banner campaign successfully led the way with 455,570 signatures. The next creative messaging was announcing the unprecedented coverage by AOL as we delivered a live stream of 5 of the 8 concerts to largest online viewing audience ever: A new record for peak simultaneous streams. 175,149 million viewers tuned in during the event.

All of this was not only hugely successful from the petition standpoint and concert views – but the event coincided with the launch of AOL's free portal on the web. We drove members in from the AOL.COM site as well as the main client and were able to deliver the free experience to the world while introducing unique visitors to the new free portal.

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HSN Director/Executive Prod/Director of Promotions St. Petersburg, Florida **April 1998-December 2003**
Manage Creative department as well as post production staff (50 plus). Wrote, produced and directed all high profile celebrity promos. Oversaw budget, creative and marketing efforts. Direct reports: producers, editors, music composer, lighting directors and crew. Also responsible for bringing in external marketing dollars. As executive producer, oversaw live shows for high level celebrity shows, all form of promotion, hours distributed and assigned and scheduling promos. Also responsible for flow threw to web applications for each program, affiliate marketing cross channel promotion, print, out door and out of home applications.

Freelance -Various Clients **Writer/Producer/Director** Tampa, Florida **May1996-April 1998**
Clients included: Benito Advertising, Ogilvy & Mather & Young & Rubicam Latam. Responsible for campaign pitches, producing/writing/directing print & television.

RainMaker Advertising Creative Director (Partner) Miami, Florida **August 1994-May 1996**
Clients included: Alamo Rent A Car, American Express, AT & T, Citibank, Ogilvy & Mather, and Wrangler Jeans. As creative director of agency: ran creative department, freelancers and various studio staff. Also responsible for new account acquisitions, and creative presentations. Managed budget, staffing, proposals and salary negotiations.

Beber Silverstein & McCabe Senior Art Director Miami, Florida **January 1991-August 1994**
Clients included: Coty Wild Musk, Florida Power and Light, Humana Health Care, Lykes & The Florida Bar. As Senior Art Director, concepted and oversaw production of commercials and print campaigns for the above clients. Recruited by Ed McCabe and brought down from New York.

Heymann & Partners Partner/Senior Art Director New York City **1989-1991**
Clients included: Bloomingdales, The Bonaire Tourist Board, Lane Bryant, NY Public Library, Pepsi/Schweppes, Premiere Magazine. As Senior Art Director, concepted and oversaw production of commercials and print campaigns for the above clients. Ultimately made Partner.

Young & Rubicam Assist. AD- Senior Art Director New York City **February 1985-January 1989**
Clients included: AT&T, DR PEPPER, General Foods International Coffee, Hertz, Jell-o, Kentucky Fried Chicken, Sanka, American Red Cross & Disney. Recruited last year of School of Visual Arts by Y&R. Started as an assistant Art Director and learned from the ground up. Art directed my first DR PEPPER commercial inside of my first year. Responsible for presentations, concepting and overseeing all production of my preassigned clients as listed above for both print and TV.

References available upon request

COLLEGE

School of Visual Arts, NYC
1982-5 Major: Advertising (3 years)

Other Concurrent Coursework

Suffolk Community College (2 years) Psychology & Communications & Parsons School of design (1 year) Fine Art
Wilson School of Technology (2 year Assoc. degree) Commercial Art

AWARDS

Over 250 Addys, Tellys, Promax & Festivals
Top ten finalist for Kelly for SANKA Campaign (really, it was a thrill just to be nominated)
Internet Awards (IAC)

TEACHING

Teacher portfolio prep course: The New World School of the Arts. Miami
Guest lecturer at University of Ohio (visual communications program), Pratt Institute & SVA (advertising) NYC
Keynote Speaker AAF conference 2007

OTHER ACCOMPLISHMENTS

American Cancer Society Board, Pro Bono advertising for: Viscaya, Miami Light Project & American Cancer Society
Organ Transplant Fund Lead chair, Promax Member, Judge for Promax, Telly and NY Festival –chair Telly Silver
Counsel.