

Anthony J. Pichotta

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Portfolio and Blog_ Wablamo.com

HIYA

My name is Tony and I'm a creative director, strategist and copywriter living and working in Northeast Ohio. People have told me that I'm at my best when I find ways to tell engaging brand stories that connect with audiences at an emotional level. But people have also told me I look good in vests, so you can take all this with a grain of salt. I've also won a bunch of awards over the years including National Addys, Tellys, Communicators, OMMAs, W3s and other acronym-based accolades.

WORK

Recess Creative

recesscreative.com

Creative Director

Cleveland, OH

April 2014–March 2017

- The driving force behind diverse teams of writers, art directors and information architects delivering award winning, industry-leading advertising and branded experiences.
- Created and fostered ideas, campaigns and content for a variety of clients and a diverse set of media, including mobile apps, e-commerce websites, branded digital utility, TV, print, OOH and event production.
- Overhauled the agency's strategic briefing and concepting process, streamlining the practice into a system designed to do only one thing: deliver actionable human insights that connect emotionally with the audience and deliver results.
- Principal creative and strategy lead on many new business pitches, winning both project-based work and AOR relationships.
- A few of the brands I helped shape and evolve were: KeyBank, Naturepedic Organic Mattresses, Arnold Palmer Brands, Cleveland Whiskey, the Cleveland Airport System and the Great Lakes Science Center.

Marcus Thomas

marcusthomasllc.com

Copywriter/ Associate Creative Director

Warrensville Heights, OH

January 2011–April 2014

- Led the creative vision and tactical implementation for some of the agency's largest clients, including Troy-Bilt, Sherwin Williams brands including Krylon and Dutch Boy, Nestle brands such as Hot Pockets and Lean Pockets, Goo Gone and Okamoto Condoms.
- Collaborated with business innovation and product design firm Nottingham Spirk on the Troy-Bilt FLEX project. The multi-phase, year-long venture ultimately brought an entirely new and unique outdoor power equipment platform to market

and included concept design, product design, naming, branding, launch tactics and pricing strategies. Learn more at www.troybilt.com/FLEX.

- Concepted, developed and implemented the “24 in 24” campaign for Krylon spray paint. It garnered more impressions than the Super Bowl, smashed almost every benchmark for customer engagement and became the single most award-winning campaign in the history of the agency. Oh, and it sold some paint, too.
- Worked with multiple internal and external cross-functional teams to form creative strategies, coordinate complex client deliverables, measure results and optimize tactics.
- Wrote for and oversaw digital, social, mobile, content marketing, TV, print, in-store, PR tactics and other executions.

Rosetta

rosetta.com

Copywriter

Cleveland, OH

July 2010–January 2011

- Lead copywriter for many of the agency’s largest national clients including Hickory Farms, Pirelli Tires, American Greetings and Nationwide Insurance.
- Instrumental in idea generation, creative development and cross-departmental implementation.
- Highly involved in all aspects of campaign development, from the new business pitch to concept to production.

Digital Day

digital-day.com

Senior Freelance Interactive Copywriter

Cuyahoga Falls, OH

March 2009–July 2010

- Lead copywriter for the agency’s principal clients including Reynolds Products Company and Duck Brands.
- Played an active role in strategic planning, site development, content strategy and SEO implementation for the Florida Crystals, Backyard Leisure, Duck and Reynolds accounts.

DigitasLBI

digitaslbi.com

Copywriter

Chicago, IL

December 2007–February 2009

- Writer on the main MillerCoors creative team leading the Miller Lite, MGD, MGD 64 and Sparks accounts as well as the Kraft, Nintendo and DeVry accounts.
- Worked closely with our media partners to develop comprehensive media plans, social media plans and strategic content partnerships (ESPN, Facebook, etc.).
- Concepted and wrote for many different traditional and interactive media including websites, microsites, rich media display advertising, mobile, interactive video, social media and print.

OfficeMax
officemax.com

Naperville, IL
April 2007–October 2007

Freelance Copywriter

- Copywriter for the contract side of the OfficeMax's corporate strategic branding division.
- Wrote for various media including direct mail, catalogs and print ads.

Niro, Scavone, Haller & Niro

nshn.com

Chicago, IL
January 2002 – February 2007

Paralegal

- Lead Paralegal for multiple federal patent, trademark and trade secret lawsuits that recovered more than \$65M.

Walt Disney World Resorts

disney.com

Orlando, FL
July 2000 – January 2001

Giant Puppet Thing

- Performed as a larger than-life-puppet in Disney's millennium celebration.

EDUCATION

Chicago Portfolio School

www.chicagoportfolio.com

Chicago, IL
October 2005 – October 2006

Copywriting Portfolio Program, October 2006

Purdue University

Krannert School of Management

krannert.purdue.edu

West Lafayette, IN
August 1997 – May 2001

Bachelor of Science, May 2001

- Management major
- Marketing minor

SKILLS

- Cooking
- Eating
- Bullet Points