

Anthony J. Pichotta

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Portfolio and Blog_ Wablamo.com

HIYA

My name is Tony and I'm a creative professional and strategist living and working in Northeast Ohio. People have told me that I'm at my best when I find ways to tell engaging stories that emotionally connect audiences to brands through big ideas. I've also won a bunch of advertising industry awards over the years including National Addys, Tellys, Communicators, OMMAs, W3s and other acronym-based accolades.

WORK

SapientRazorfish

sapientrazorfish.com

Freelance Content Strategist

Cleveland, OH

April 2017–Ongoing

- Through strategic planning of content creation and delivery, I work to help clients see their communications as a powerful medium that need to be strategically curated and placed to engage the audience, convey a message and inspire action.
- Help to plan and facilitate client workshops designed to deeply understand a client's content and work with them to consider how it might be re-distributed and/or re-purposed in other channels of delivery.
- Strive to find the most impactful ways to deliver the right content to the right user at the right time and create meaningful brand experiences across a bunch of different media.

Recess Creative

recesscreative.com

Creative Director

Cleveland, OH

April 2014–March 2017

- The lead creative force behind diverse teams of writers, art directors and production partners working together to deliver award winning, industry-leading integrated communications 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

Warrensville Heights, OH
January 2011–April 2014

Associate Creative Director/Copywriter

- 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

Cleveland, OH
July 2010–January 2011

Copywriter

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

Digital Day
digital-day.com

Cuyahoga Falls, OH
March 2009–July 2010

Senior Freelance Interactive Copywriter

- 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 with media partners (ESPN, Facebook, etc.) to develop comprehensive media plans, social media plans and strategic content partnerships.
- 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
Freelance Copywriter

Naperville, IL
April 2007–October 2007

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

Niro, Scavone, Haller & Niro
nshn.com
Paralegal

Chicago, IL
January 2002 – February 2007

- Lead Paralegal for multiple federal patent, trademark and trade secret lawsuits, recovering more than \$65M.
- Involved with all facets of intellectual property litigation, including case discovery and, briefing and trial prep.

Walt Disney World Resorts
disney.com
Puppeteer

Orlando, FL
July 2000 – January 2001

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

EDUCATION

Chicago Portfolio School
www.chicagoportfolio.com
Copywriting Portfolio Program, October 2006

Chicago, IL
October 2005 – October 2006

Purdue University
Krannert School of Management
krannert.purdue.edu
Bachelor of Science, May 2001

West Lafayette, IN
August 1997 – May 2001

- Management major
- Marketing minor

SKILLS

- Cooking
- Eating
- Bullet Points

