

# Aaron Cacali

Creative Director

www.aaroncacali.com • linkedin.com/in/aaroncacali • acacali@gmail.com • 412-523-6627

## About Me

I have 18 years integrated agency experience, including 15 years in management and leadership positions. I've recruited, managed and mentored creative teams and run creative departments, led national and global accounts for iconic brands and forged strong client relationships at every level.

From concept to completion I've delivered breakthrough, award-winning work across a wide variety of media, including web, mobile, social, film, print, out of home, interactive experiences, events and the spaces where digital and physical converge. And I love what I do.

## Professional Experience

### Associate Creative Director

SapientNitro  
August 2014 - Present

- Senior team member responsible for key components of the Abbott global consumer brand launch
- Took over and turned around a struggling multi-million dollar launch initiative, transforming it into a resounding success and a model for future programs
- Creative lead for new business efforts and active member of pitch teams
- Oversee creative teams on Mopar, DeVry and John Deere accounts, supervising the work of art directors, UX designers and writers, as well as agency partners and vendors
- Active member of the Sapient Chicago creative leadership team

### Associate Creative Director

Razorfish  
April 2012 - July 2014

- Led creative teams for clients such as Samsung, Kellogg's, U.S. Cellular, Essilor and the government of Mexico
- Creative lead on numerous new business pitches
- Directed key components of the Samsung Galaxy S III campaign, Samsung's largest-ever U.S. product launch
- Successfully launched five large-scale projects in under six weeks, directing the efforts of dozens of designers, developers, writers and motion graphics professionals
- Fast Company 2013 Innovation By Design Awards Finalist, as well as Effie, OMMA, OBIE, Mobile Marketing Association and National Gold Addy Award winner
- Earned recognition in Contagious Magazine, Mashable, PSFK, Business Insider, Inc. online and Wired online

## **Creative Director**

Brunner

2008 - April 2012

- Responsible for hiring, managing and developing a digital creative department across three cities
- Assigned, managed and oversaw the work of creative teams on up to a dozen accounts simultaneously
- Established processes and workflows, steering department focus as part of the agency creative management team
- Forged trusted relationships with company Presidents and CEOs, CMOs, Marketing Directors, Senior Brand Managers and their teams on brands across the U.S. and in Europe
- Played a consistent, key role in new business wins, gaining new regional, national and global AOR accounts and projects

## **Associate Creative Director Manager, Experience Design**

Blattner Brunner

2006 - 2008

- Creative and user experience leader on multiple accounts, at all times overseeing numerous concurrent projects
- Built a strong, award-winning team of digital specialists through recruitment and growth of key talent
- Improved collaboration with account management and guided project teams in creative and ux best practices
- Worked closely with agency executive leadership to move from a separate interactive team and integrate digital throughout the agency

## **Senior Interactive Art Director Visual Design Manager**

Blattner Brunner

2000 - 2006

- Provided hands-on art direction and design for client and agency projects
- Led the creative concept development, interface design and some client-side production of interactive work, often on several simultaneous projects
- Recruited and managed the agency's interactive design team

Prior to 2000, held roles as an **Interactive Art Director** and **Visual Designer** at Lighthouse Interactive in Pittsburgh, PA (1996-2000) and as **Publisher** at Wisconsin Badger Inc. in Madison, WI (1995-1996).

## **Education**

### **University of Wisconsin - Madison**

Bachelors of Science, Journalism/Advertising

Bachelors of Science, English