



NICKGUARRACINO

CREATIVE DIRECTION DESIGN & ILLUSTRATION



“ Hi, I'm Nick! Creative Director. Designer. Illustrator. Storyteller. I love connecting brands & consumers through engaging, multichannel stories. Call me. Let's make some great stuff together. ”

RECENT WORK HIGHLIGHTS

DiRxHealth.com/Creative Direction, Branding, & Illustration

DiRx is an emerging online pharmacy delivering low-cost generic medicines right to your door. I was brought in to oversee the development of the entire brand experience for both DTC and HCP markets, including website & app UX/UI, brand ID, packaging, advertising, video and social marketing. Responsibilities include managing creatives and vendors, regularly reporting to the CMO.

FINN PARTNERS/Creative Direction

At Finn Partners, I have brought my background and expertise as a Creative Director in advertising, digital, CPG, and social media to help build the foundation for a newly-formed integrated marketing department. I've built out a team of creative professionals—writers, art directors, and content creators—all brought in to help manage existing client relationships and sell in new creative work. I've created advertising campaigns in the Healthcare, Education, and Tech spaces, supported by 360° cohesive marketing efforts including video, social, digital, & broadcast.

HORN GROUP/Creative Direction & Branding

Founded by Sabrina Horn, Horn Group is a PR firm with a 24 year heritage focusing on clients in the tech space. I was brought in to help redesign their branding and messaging to help conceptualize winning campaigns for current and potential clients, while managing a small, but growing creative team of diverse creatives.

LIKEABLE MEDIA/Creative Direction & Social Media Marketing

Worked with Client Services in overseeing social media campaigns and strategies for brands including Medtronic, Entenmann's, Auntie Anne's, & Citrix. I managed a full creative department that included Developers and Project Managers, as well as a new Video production studio where we produced and edited incredible short form video content for our clients. I also launched Likeable Health, a division dedicated to bringing Healthcare organizations to the forefront of social media marketing.

VAYNERMEDIA/Creative Direction & Social Media Marketing


Gary Vee let me bring my big agency expertise to nimble world of social marketing, acting as a bridge for marketers from old to new. Of course many other companies have since followed that direction, but we were pioneers. As the original CD at VM, I was responsible for creating, managing and delivering social media campaigns and strategies for over 40 name brands, including Pepsico, Quaker, OWN Network and Camp® bells, to name a few. I hired and managed a huge 25+ creative staff.

GREY NYC/Creative Direction & Art Direction

Conceptual lead for brand ideation and concept development including TV, social and mobile. Designed and produced the first ever mobile app for Type 1 diabetes management Managed account team expectations on projects, timing and deliverables Weekly client and regulatory contact, participating in sales pitches and brand-building Managed press checks and photo shoots, ensure consistency across channels

AVAILABLE FOR
FULLTIME & FREELANCE

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ABBREVIATED CLIENT LIST

Disney, Eli Lilly, Pfizer, GE, Deloitte, IEEE, Oprah Winfrey Network, Brooklyn Nets, Pepsico, Quaker, Campbells, Medtronic, GSK, Grown-up Soda, Sierra Mist, Monster.com, Deloitte, GE Highlights Magazine, Merck, DelMonte.

EDUCATION

CUNY Hunter College
Bachelor of Fine Arts, Minor in Art History
3.7 GPA



PROFESSIONAL SKILLS

I have over 20 years experience building creative and integrated marketing campaigns within healthcare, CPG, education, and consumer brands. I'm an idea generator, bringing concepts to life in a strategic, 360° marketing plan, using data-driven metrics, audience demographics and personas as a foundation to build out concepts and assets across channels. Expertise in team management, client relations and brand stewardship.

CAMPAIGN & AD CONCEPTING

BRANDING & PACKAGING

TEAM BUILDING & CLIENT RELATIONS

SOCIAL MEDIA MARKETING

ART DIRECTION

ILLUSTRATION

PHOTOGRAPHY & VIDEO DIRECTION

ADOBE CREATIVE SUITE

MICROSOFT OFFICE

SKILL

<5 YRS

10 YRS

>15YRS

SOCIAL CHANNELS

 [linkedin.com/in/nickguarracino](https://www.linkedin.com/in/nickguarracino)

 [nicksweettweets](https://twitter.com/nicksweettweets)

 [grumpyboy](https://www.instagram.com/grumpyboy)

CHECK OUT WHAT I'VE BEEN WORKING ON. VISIT:
NICKGCREATES.COM