

ANTHONY COZZOLINO M. EIGHT57.205.3344 E. COZZOLINO[dot]ANTHONY@GMAIL[dot]COM

## EXPERIENCE

### **Social Media Art Director, February 2017 - Current**

Relevant 24-Boston

- Concept, render mock-up comps to be pitched, photograph, composite, video, animate, and finish final approved social media content using Adobe After Effects, Photoshop, and Illustrator
- Clients include Kellogg's Rice Krispies Treats, Rice Krispies, Pop-Tarts, Special K Cheez-It, Hitachi, Core Power by Fairlife, Ally Bank, and Bear Naked Granola

### **Animator, April 2016 - February 2017**

Kwippit Mobile App-Denver, Remotely from Boston

- Storyboard and animate GIFs using Adobe After Effects and Photoshop
- Teach new animation techniques and technologies to designers, ex. puppet animation in After Effects
- Light UX

### **Social Media Art Director, Photographer, and Content Creator, January 2015 - March 2016**

SOCIALDEVIANT-Chicago, Los Angeles and Denver Satellite Offices

( Full-time, Denver, November 2015 - March 2016; Contract-to-Hire, Denver, June - November 2015; Freelance and Contract, Los Angeles, January 2015 - May 2015 )

- Developed creative, storyboarded concepts, scouted and booked shoot locations, casted talent, planned shoot schedules, made props, directed photography and video, directed talent, executed special effects, color-corrected and composited RAW files, rendered finished illustrations, and exported final social media images and video content for Leinenkugel's Brewery, Blue Moon Brewing Company, and Farmers Insurance's Facebook, Instagram, and Twitter social media channels

### **Freelance Illustrator Web Designer, Designer, and Art Director, July 2013 - December 2014**

- Concepted and illustrated TraceSnow app badges for West Virginia's Snowshoe Mountain
- Designed a new website front-end, direct-mail pieces, and a viewbook of campus for Northern Michigan University Office of Admissions
- Designed new billboard and digital executions for Wyoming Tourism's existing "Stickers" campaign
- Concepted and designed a breadth of work that won new business pitches from both Block Thirty Seven-Chicago and Fashion Angels
- Designed and named Jaguar's new email newsletter, Roar
- Contributed design assets to Plochman's Mustard's package redesign

## **Art Director, *May 2008 - May 2013***

Leo Burnett-Chicago

- Directed art and designed primarily for Kellogg's Frosted Flakes and Froot Loops cereals, oversaw work from illustrators, designers, musicians, editors, directors, and animators, and brought to life vision and campaign ideas for creative directors and writers
- Concepted and designed campaign work that won new business pitches from both White Wave and Kashi

## **SKILLS**

Social Media Photography and Production:

- Can take an idea from concept to finished execution on small to medium-scale productions. This includes storyboarding, talent and location scouting and booking, all the way through to shooting and exporting images and video for optimal viewing quality

Software:

- Advanced in Adobe Photoshop, Illustrator, After Effects, and InDesign
- Intermediate in HTML5, CSS3, and Adobe Dreamweaver

Rendering:

- Can quickly hand-draw comprehensives and storyboards; render professional-grade digital illustration; and model in-situation events, advertising, and packaging using the software mentioned above

## **EDUCATION**

Palette and Chisel, Chicago

- Life Drawing
- Portraiture

Second City Training Center, Chicago

- Comedy Writing 1 and 2

University of Colorado, Boulder

- Journalism and Mass Communication, B.S. Advertising, 2007

Please take a second to preview work I've done and learn a bit more about me at:

**[anthonycozzolino.com](http://anthonycozzolino.com)**