

# DAVE CICIRELLI *RESUME*

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## AGENCY EXPERIENCE

### MIRRORBALL | *NEW YORK*

SENIOR ART DIRECTOR: **2012 - 2016** | Creative lead for Jack Daniel's, including the concepting, branding, and launching of the five-city Motel No. 7 event series—a proprietary program that brings to life the wild times of musicians on tour.

Co-creative lead for Dos Equis's experiential marketing, developing proprietary programs (including Masquerade and Luna Rising) and event sponsorship (including Tough Mudder).

### TAYLOR | *NEW YORK*

LEAD DESIGNER: **2010 - 2012** | Ran a full service art department. Aggressively expanded the scope and capabilities of the department and its role in Taylor. Tripled revenue in the first full year and expanded Taylor's business into advertising and branding.

### HUNTER PUBLIC RELATIONS | *NEW YORK*

GRAPHIC DESIGNER: **2005 - 2010** | Key member of a full service art department. Responsible for projects from concept to completion, across print and digital mediums.

DIGITAL MEDIA TASK FORCE: **2008 - 2010** | Leading member of a team responsible for keeping the agency cutting-edge in emerging mediums in both knowledge and content creation.

## NON-AGENCY EXPERIENCE

### FAKEBOOK | *PUBLISHED SOCIAL MEDIA MEMOIR*

Fakebook: A True Story Based On Actual Lies is my first book, and recounts a six-month hoax and social experiment where I secretly turned my real profile into a complete work of (increasingly hard to believe) fiction. Through this story of runaway online persona, I create a funny and interesting lens to explore the issues of social media.

It was published by Sourcebooks in September 2013, was positively reviewed by Publishers Weekly, Penthouse\*, Booklist and more. A development deal for a movie adaptation was struck with Ineffible Pictures and Virgin Produced, and a screenplay is currently being written.

\*This lead to my mother buying an issue of Penthouse and telling the clerk "it's ok, my kid is in it."

### "FAKE BANKSY" SELLS OUT | *VIRAL VIDEO & GUERILLA STUNT*

Taking advantage of the media hype surrounding Banksy's October 2013 residency of New York, we recreated his "Art Sale" piece with a few key differences and noticeably different results.

"Fake Banksy" Sells Out received nearly 250,000 views on YouTube in under a week, captured international headlines and diverse coverage including Gawker, Time, Mashable, Huffington Post, CBC Radio, Fox News, College Humor, Laughing Squid, NY Post, Gothamist, Complex, Telegraph UK, Refinery 29, and dozens more.

## KEY BRANDS

### BROWN-FORMAN

Jack Daniel's Tennessee Whiskey

### HEINEKEN USA

Dos Equis, Newcastle, Strongbow, Amstel Light

### DIAGEO

Captain Morgan, Don Julio, Guinness, Johnnie Walker Portfolio, Jose Cuervo, Ketel One, Smirnoff, Tanqueray, Sterling Vineyards

### PROCTER & GAMBLE

Gillette, P&G Thank You Mom

### HASBRO

Marvel, Star Wars, Transformers, Monopoly

## CAPABILITIES

### 360 CREATIVE DIRECTION

### EXPERIENTIAL

### STUNT MARKETING

### DIGITAL

### PRINT / PACKAGING

### ILLUSTRATION / COMPS

### COPY

## AWARDS & HONORS

### BIZ BASH 10 MOST INNOVATIVE BRANDS | 2013

Dos Equis | Live Events and Experiential

### SILVER ANVIL WINNER | 2012

Sterling Vineyards | Integrated Communications

### HOW | PROMOTIONAL MERIT WINNER | 2009

3M Young Scientist Challenge | Teaser Kit

### CREATIVITY 38 | GOLD WINNER | 2008

Johnnie Walker Blue Label | Invitation

## EDUCATION

### RUTGERS UNIVERSITY

BFA: **2005** | concentration in design.