

DAVE CICIRELLI *RESUME*

thumbprintny.com | dave@thumbprintny.com | 732/614.0403

AGENCY EXPERIENCE

FULLTIME FREELANCE | *NEW YORK*

CREATIVE DIRECTOR: **2016 - Present** | Since entering the freelance world, I've developed a strong stable of repeat clients with whom I've lead winning pitches and subsequent executions for such business as the global launch of AB In-Bev's Mixxtail, American Airlines Flagship First Dining, IBM Watson Health, and a global rebrand of Smirnoff.

MIRRORBALL | *NEW YORK*

ASSOCIATE CREATIVE DIRECTOR: **2012 - 2015** | Creative lead for Jack Daniel's, including the conceiving, 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 and music festivals).

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.

NON-AGENCY EXPERIENCE

FAKEBOOK | *PUBLISHED MEMOIR*

Published by Sourcebooks, Fakebook: A True Story Based On Actual Lies 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 what people are willing to believe on social media.

It was positively reviewed by Publishers Weekly, Penthouse*, Booklist and more. A development deal for a movie adaptation was struck with, 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 & GUERRILLA 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

AB-INBEV

Mixxtail

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, Tide NFL

HASBRO

Marvel, Star Wars, Transformers, Monopoly

IBM

Watson Health

CAPABILITIES

360 CREATIVE DIRECTION

EXPERIENTIAL

STUNT MARKETING

DIGITAL

PRINT / PACKAGING

ILLUSTRATION / COMPS

COPY

AWARDS & HONORS

BIZ BASH EVENT STYLE AWARDS | 2016

Jack Daniel's Motel 7 | Best Staging / Set Design

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.