



BRIAN DELATORRE

CREATIVE DIRECTOR / ART

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HIGHLIGHTS

- + Creative Director with over 15 years of ad agency experience
- + Art Director background with a meticulous eye for detail, ensuring every pixel is in the right place
- + Developed and performed hundreds of creative presentations and new business pitches
- + Built a creative team for a young agency from the ground up; hiring, developing and coaching them into a department of creative excellence for the business
- + Ideated and managed executions of multi-channel national campaigns for a variety of clients, including television campaigns for two brands, helping them secure their position as number one in their category
- + Worked closely with strategy team to lead initiative for a major national beer brand, advancing their team of international agencies and enhancing their digital and social expertise

EDUCATION

PITTSBURG STATE UNIVERSITY

BA, Commercial Graphics and Communications
with Advertising Emphasis

- + Graduated Cum Laude
- + Phi Kappa Phi Honor Society Member
- + KACP Collegiate Journalist of the Year, 4-year Yearbook

AWARDS

Gold Addy / Sutter Home Cocktail Video - 2014
Gold Addy / Sutter Home HoliDIY Video - 2014
KCFX Best of Show / The Mixx Identity - 2006
KCFX Best of Show / Cosmosphere Web Design - 2007
Silver Omni / Junior Achievement Poster - 2003
Ad2 Member of the Year - 2002

EXPERIENCE

APRIL 2017 - PRESENT / MAY 2005 - MARCH 2011

OWNER / CREATIVE DIRECTOR / BD Creative

Brooklyn, NY

Developed brand identity and creative campaigns for various clients. Created designs for a number of websites and user interfaces. Directed web projects through completion, assisting in overall brand message, content development and strategies. Managed all aspects of the business, from financials to account management to creative execution; averaged 15% revenue growth in each year of operation.

CLIENTS

Molson Coors International, Ecovacs, Lucid Motors, AT&T, PolyMade Products, American Fiber Co., Ajinomoto, The Cosmosphere, Dairy Farmers of America, Houlihan's, The Mixx, Union Hill

APRIL 2011 - APRIL 2017

EXECUTIVE CREATIVE DIRECTOR / Treport

New York, NY / Kansas City, MO / San Francisco, CA

Leader of creative direction for the agency overseeing all creative executions ensuring the work meets the high standards expected from Treport clients. Manages and coaches team, developing guidelines and work streams ensuring they can execute every project successfully. Works with account service directors in the development of creative strategies and project briefs. Builds and delivers creative presentations to clients and new business prospects. Collaborates with clients, identifying objectives, strategies and tactics for their overall business. Works closely with other members of the executive team to guide company direction and establish goals.

CLIENTS

Dole, EMC, José Olé, Ling Ling, Ménagement à Trois Wines, Miller Lite, Seagate, Sutter Home Wines, Tai Pei, Tree Top, Weber Seasonings

MAY 2000 - APRIL 2005

ART DIRECTOR / MMGY Global

Kansas City, MO

Implemented branding campaigns and identity work for major hotel and tourism companies. Assisted in new business efforts with creative conceptualizing and presentation materials. Created advertising campaigns, coordinated photo shoots and developed designs, managing the work from concept to completion.

CLIENTS

Argosy Casino, Embassy Suites, John Q. Hammons Hotels, The Lodge of Four Seasons, Missouri Tourism, Sequoia National Park, Starwood Hotels, Yosemite National Park