

VIC QUATTRIN

CREATIVE DIRECTOR



In over 15 years in advertising, I have worked in every form of media possible. Leading creative strategy, brand identity development, campaign development, and tactical execution while maintaining a great culture. Not only a fun culture, but one of learning and growth too. Which I do at the office and while teaching at the College for Creative Studies. Storytelling is my passion, and I want everything I work on to reflect that.

SKILLS

- Team Management
- Creative Strategy
- Concept Development
- Visual Communication
- Corporate Branding
- Client Relations
- Video Production
- Art Direction
- Copywriting
- Branding
- Photoshop
- Indesign
- Illustrator
- Premier Pro

CONTACT INFO



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WORK EXPERIENCES

CREATIVE DIRECTOR

COMMONWEALTH / MCCANN (2014 - present)

- Creative Director for a busy agency with the world's second largest advertising budget. Manage a team of ACDs, art directors, and writers.
- Played an integral part in developing a campaign that saw over 5 years of Chevy sales gains. Car sales were up 32%, truck sales were up 24%, and opinion was up 16 points.
- Developed an activation campaign that propelled the Chevrolet Silverado to the top of the trending truck list in 2015. Silverado sales jumped 33.9% in the first month.
- Established client and organizational relationships through effective communication and presentation skills.

SENIOR ART DIRECTOR

GLOBAL HUE (2013 - 2014)

- Created the Chrysler 200 Super Bowl ad, which featured Bob Dylan and received over 10 million YouTube views. In addition, the commercial was named one of the top ten Super Bowl commercials by USA Today, was a Cannes Finalist, and was featured in Archive Magazine.
- Played a large role in launching the Chrysler 200 "America's Import" campaign starting with the Super Bowl launch.
- Pitched, won, and produced advertisements for NBA Global, increasing global viewership to new heights.

ART DIRECTOR

TEAM DETROIT (JWT) (2010 - 2013)

- For the College for Creative Studies, we launched a low-budget print, social, and radio campaign that resulted in record enrollment. And, won a Gold Effie, One Show, Radio Mercury, and D-Show Best in Show.
- Turned a simple Mustang print ad into a multi-media sensation that was talked about in over 50 online articles. It ended up winning a Gold Effie award.
- Executed Ford Explorer Live campaign, responding to social media inquiries in fun and engaging ways almost immediately. Raising engagement by 240%, a 13.3% sales increase and millions of impressions and views.
- Implemented agency principals to pitch and win new business.

EDUCATION

College for Creative Studies

Major: Advertising Design

Degree: Bachelor Fine Arts
2006-2010

HFCC

Major: Graphic Design

Degree: Associates Graphic Design
2003-2006

HONORS AWARDS

