

VIC QUATTRIN

INTEGRATED CREATIVE DIRECTOR

Results-driven Creative Director with over 15 years of experience shaping dynamic creative strategies and directions, particularly in the digital and social media landscape. Proven track record steering diverse projects, applying cutting-edge design practices to propel creative development. Excels at leveraging extensive industry experience to navigate across all media. Extensive experience in art direction, branding, advertising, and content creation, delivering compelling narratives and engaging experiences across all media and platforms.

WORK HISTORY

CREATIVE DIRECTOR

COMMONWEALTH//MCCANN (2014 - 2023)

- Inspired culture of excellence governing creative strategies, execution, and day-to-day production across all media.
- Helped orchestrate one of the most successful brand campaigns in Chevy's 110-year history.
- Conceptualized a social campaign that propelled the Chevy Silverado to a 33.9% increase in sales.
- Presented final layouts to top-level clients for final approval.

ASSOCIATE CREATIVE DIRECTOR

GLOBAL HUE (2013 - 2014)

- Executed the award-winning Chrysler 200 Super Bowl ad, featuring Bob Dylan.
- Oversaw a multichannel multicultural campaign for NBA Global increasing brand awareness around the world by 80%.
- Contributed to the growth and culture of one of the largest multicultural agencies by mentoring and inspiring creative teams.

SENIOR ART DIRECTOR

GLOBAL TEAM BLUE (2010 - 2013)

- Launched an Effie-winning print, social, and radio campaign for College for Creative Studies that resulted, in record enrollment.
- Collaborated with cross-functional teams—including copywriters, developers, and account directors—to bring social campaigns to life.
- Helped lead the Ford Explorer Live social media campaign resulting in a 240% increase audience reach and doubling brand loyalty.

DIGITAL ART DIRECTOR

CAMPBELL-EWALD (2007 - 2010)

- Led the creative direction for multimedia projects, ensuring quality production values and compelling storytelling.
- Met with clients to understand their digital marketing goals and provide creative solutions to meet their objectives.
- Developed multimedia and social campaigns for a multitude of clients.

EDUCATION

COLLEGE FOR CREATIVE STUDIES

Degree: Bachelor of Fine Arts (Advertising)

HENRY FORD COMMUNITY COLLEGE

Degree: Associates (Graphic Design / Web Design)

CONTACT INFO



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SKILLS

- Concept Development
- Creative Vision
- Cross-Platform Integration
- Strategic Thinking
- Leadership and Team Management
- Presentation Skills
- Adobe Creative Suite
- Building Client Relationships
- Social Media Savvy
- Storytelling

AWARDS

