

# VINCENT STRASZEWSKI

INTEGRATED CREATIVE DIRECTOR

VINCENTSTRASZEWSKI.COM  
P: 302-561-4167  
E: VSTRASZEWSKI@GMAIL.COM  
LINKEDIN.COM/IN/VSTRASZ

## WORK EXPERIENCE

### 2022 - PRESENT FREELANCE CREATIVE DIRECTOR

ACCOUNTS: ANHEUSER BUSCH - VILLA ANTINORI

### 2021 - 2022 VP CREATIVE DIRECTOR - ZENO GROUP

Led multi-media work and campaigns at an agency with PR as its foundation.

ACCOUNTS: HI-C, DREMEL, YANKEE CANDLE, GRUBHUB, KRAFT/HEINZ, CHIC-FILA, TOLERANT FOODS, WASA, HYATT, REGENRON

### 2020 - 2021 CREATIVE DIRECTOR - CAMPBELL EWALD

Led multi-disciplined teams on multi-media cross channel platforms and campaigns.

ACCOUNTS: ALIANCE OF PROTECTED INCOME, MERITAGE HOMES

### 2015 - 2019 ASSOCIATE CREATIVE DIRECTOR - SAATCHI&SAATCHI

Led Toyota Regional initiatives across the nation via Broadcast, Digital, Social and Print. Managed the Creative department's capacity and drove new Digital and Social capabilities.

ACCOUNTS: TOYOTA, SCION

### 2013 - 2015 ASSOCIATE CREATIVE DIRECTOR - MARS ADVERTISING

Launched a new mobile payments application brand. Primary focuses were on Digital, Product Design and Launch Campaign. Mentored junior teammates by fostering creativity and career growth.

ACCOUNTS: BLUEBIRD, CAMPBELLS, CHOBANI, CURRENTC, MCX(MOBILE PAYMENT PLATFORM), AND USPS

### 2006 - 2013 SENIOR ART DIRECTOR - SAATCHI&SAATCHI X

Created and developed 360 campaigns centered around the in-store experience. Led all Digital initiatives by providing guidance on process, strategy, ideation and UX.

ACCOUNTS: EA SPORTS, BOUNCE, CHARMIN, CREST, DAWN, FEBREZE, GAIN, GILLETTE, HERBAL ESSENCES, MR. CLEAN, LG ELECTRONICS, OLAY, OLD SPICE, PANTENE, PROCTER&GAMBLE, PEPSICO., PRILOSEC, PUR, QUAKER, SWIFFER, TIDE, TRACFONE, AND WALMART

### WINTER - 2006 DESIGN INTERN - DOYLE PARTNERS

Worked in print by developing branding, creating illustrations, and designing for various clients based out of NYC.

ACCOUNTS: BATH&BODY WORKS, MARTHA STEWART, SCHOLASTIC, AND SPEAK UP!

## EDUCATION

2001 - 2006  
UNIVERSITY OF DELAWARE BFA VC

SUMMER- 2006  
STUDY ABROAD - LONDON

## STUDENT AWARDS & HONORS

ART DIRECTORS CLUB NATIONAL STUDENT  
PORTFOLIO REVIEW - 2006

PRINT MAGAZINE STUDENT COVER - 2006

## AWARDS & HONORS

AD AGE - 2010  
FEATURED SAMPLING MACHINE WALMART

NATIONAL ADDY - 2009  
SILVER - VICKS PRINT AD

AD AGE - 2009  
FEATURED INSTORE DISPLAY WORK  
TIDE/BOUNCE DRYER BAR

HOW MAGAZINE - 2007  
FEATURED DESIGN - CHARITABLE WORK

SKILLS: ADVERTISING (BROADCAST, PRINT, DIGITAL & SOCIAL), DIGITAL (FROM SITE MAPS, USER FLOW CHARTS, WIREFRAMES, TO THE FINAL USER EXPERIENCE AND SITE DESIGN), BRANDING, GRAPHIC DESIGN, TYPOGRAPHY, STRATEGY, PLATFORM DEVELOPMENT, ENVIRONMENTAL DESIGN, SHOPPER MARKETING, RETAIL ADVERTISING, RETAIL DESIGN, SOCIAL STRATEGY, AND TEAM BUILDING/DEVELOPMENT.

