

CARLA A. SORVINO

An integrated creative director with a core expertise in digital & social



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PROFESSIONAL EXPERIENCE

MWWPR

SVP, CREATIVE DIRECTOR/ECD (02.2014 - present)

I develop strategically sound creative content solutions across digital, social, mobile and (sometimes) traditional platforms. I collaborate with the Research & Insights Team to craft and recommend smart tactical activations and I inspire my crew to develop and execute on that work with energy, sophistication and love. I have a flair for new business and a number of wins under my belt to prove it. As the senior creative lead I set the cultural tone across all nine of our offices and co-lead the agency rebrand.



VP, CREATIVE DIRECTOR (10.2012 - 02.2014)

Inspiring and energizing my team to craft record breaking, award winning, content-filled campaigns for digital, social and mobile. I set the direction & lead the ideation and production of on-brand, forward thinking creative activations that were social by design. As a senior creative leader I helped organize the creative department structure—growing, managing and mentoring the crew of writers, designers, artists, shooters, editors, nerds and geeks for whom I was responsible.



CREATIVE DIRECTOR (10.2011 - 10.2012)

I took a break for a year to freelance. I hated it. So I stopped.



GROUP DIRECTOR, CREATIVE (7.2007 - 10.2012)

I energized new brands and brought old brands back into the conversation with award-winning, immersive activations across all manner of media but specifically the digital and social space. As the Group Director I was responsible for growing the teams capabilities, which eventually included graphic design, information design, product and package design and a fully functional video studio.



ASSOCIATE DIRECTOR, CREATIVE (05.2000 - 07.2007)

Have you read this far? I think you get the picture. I created great stuff. I motivated and inspired my team both in art and copy. I did it with love and devotion. You should hire me. I'd do a great job for you. One major achievement that I accomplished at DTAS was in assisting in the conception, development and implementation of the Interactive Marketing Powerhouse (iMP) which eventually became Prodigious.



SKILLS & COMPETENCIES

Curious, energetic and teachable

Strong design sense with great copy chops

Powerful storyteller with proven content development

Inspirational and motivating leadership style

Persuasive and dynamic presentation and client facing skills

Global Creative Management, Operations and Finance expertise

Creative/Art Direction • Strategy & Insights Branding • Content Development • Graphic Design & Visualization • Interaction/ Experience Design • TV & Video Direction Shooting and Editing • Global Creative Management, Operations & Finance Creative Technology & Trends • Social Engagement • Brainstorming • Adobe CC 2015 • Presentations • HTML/CSS/jScript

EDUCATION

SCAD

SAVANNAH COLLEGE OF ART & DESIGN
Savannah, GA - Fine Arts



NEW JERSEY INSTITUTE OF TECHNOLOGY
Newark, NJ - Webmaster Skills Certification



THE ART INSTITUTE OF PITTSBURGH
Pittsburgh, PA - BA Graphic Design