

Craig Sosonko

www.sosonko.com // craig@sosonko.com // 415.519.3174

Experience

Agency.com – San Francisco, USA

Art Director / November 2009 – Present

- Collaborate extensively with Creative directors and account teams to develop strategies and award winning marketing campaigns for Fortune 500 clients.
- Play a key role in developing and presenting new business pitches to prospective clients.
- Develop Online and Offline brand-building concepts for clients such as: Apple, eBay & AMC Theaters
- Supervise and mentor Designers, Copywriters and production teams.
- Work with clients and Project managers to Develop schedules and creative budgets.
- Assist in client relations and management including creative briefings, project updates and client presentations.

Nikon Internet Business Department - Tokyo, Japan

Creative Consultant / April 2008 – March 2009

- Responsible for developing and guiding all areas of creative for mypicturetown.com including Design, Marketing, Information Architecture and User Experience.

Agency.com - New York, USA

Senior Art Director / February 2005 – August 2007

- Collaborated extensively with Creative directors and account teams to develop strategies and award winning marketing campaigns for Fortune 500 clients.
- Played a key role in developing and presenting new business pitches to prospective clients.
- Developed Online and Offline brand-building concepts including Websites, Banner Ads, Print Ads, Television and Out of Home Digital Displays for clients such as: E*Trade, Discovery Networks, CNN, eBay, Long & Foster, Del Monte and BrownCo
- Supervised and mentored junior Art directors, Designers, Copywriters and production teams.
- Worked with clients and Project managers to Develop schedules and creative budgets.
- Assisted in client relations and management including creative briefings, project updates and client presentations.
- Responsible for casting and managing studio photography and video shoots.

Smartmoney.com - New York, USA

Art Director / December 2002 – June 2004

- Created and managed all aspects of creative for Smartmoney.com as well as Advertising Partners and Third Parties' licensed tools and content.
- Responsible for redesigning Smartmoney.com, which averages 2.1 million unique visitors a month and generates 24 million monthly page views.
- Created and implemented style guides and site guidelines.
- Managed junior Designers and closely collaborated with development teams to build World Class personal Finance and Investment tools.
- Collaborated with Advertising Partners to develop uniquely tailored marketing campaigns to run specifically on Smartmoney.com, Clients included: American Express, Chase, JP Morgan and Cigna

TBWA \CHIAT\DAY - New York, USA

Interactive Art Director / October 2000 – May 2001

- Collaborated with traditional print and television creative teams to develop the online creative for complete through the line marketing campaigns.
- Responsible for the concept, design and development of award winning web banners and websites for clients such as: Kmart, Absolut, New York City Public Schools and the Sci Fi Channel.
- Managed and supervised production teams and freelancers.

Heavy.com - New York, USA

Senior Designer / November 1999 – October 2000

- Responsible for all aspects of web design with a focus on High Bandwidth content.
- Designed and developed websites in Flash as well as traditional HTML built sites.
- Collaborated closely with Creative Directors, Designers and development teams to build unique online experiences for clients such as: Showtime, Nothing records, Transparent Music and Independent Pictures

Additional Clients

Microsoft, Yahoo, United Healthcare, British Airways, Media Tavern, Independent Film Channel, Zentropy Partners
McCann-Erickson, Grey Direct, Atmosphere BBDO, Pratt School of Design, Viacom, Beyond Interactive

Awards & Honors

Ad: Tech Awards 2007 & 2001, American Design Award 2005, Effie Retail Campaign 2007, Horizon Interactive Awards 2007 & 2006, Internet Advertising Competition 2006 & 2005, iNOVA Award 2005

Education

School of Visual Arts - New York, USA

September 1994 - May 1998

Bachelor of Fine Arts - Illustration, Recipient of the Silas H. Rhodes Scholarship

Expertise

Photoshop, Illustrator, Flash, After Effects, In Design, Final Cut Pro, Dreamweaver, Photo Retouching, Mac and Windows OS, Basic Japanese