

EXECUTIVE CREATIVE DIRECTOR, DESIGN AND DIGITAL

THE WONDERFUL COMPANY | 2022-2025

Led creative vision and execution across all design and digital channels for FIJI Water, Justin Wine, Landmark Vineyards, Lewis Cellars, and Wonderful Pistachios. Managed a multidisciplinary team of 20 creatives (creative directors, designers, copywriters) alongside UX, product design, and front-end development.

Oversaw digital ecosystems reaching 1M+ monthly visitors and 750K email subscribers, supporting 4M annual ecommerce orders across wine brands and 1.5M FIJI Water subscription orders. Drove performance including +6% growth for Justin Wines, 8x growth for Lewis Cellars post-acquisition, 1.6x increase in time-on-site, and \$2.5M in Black Friday ecommerce sales, contributing to +4.5% YoY ecommerce growth.

Built scalable design systems and cross-brand digital frameworks, improving conversion, engagement, and operational efficiency across a multi-brand portfolio.

GROUP DESIGN DIRECTOR

CAMPBELL EWALD | 2013-2022

Led design and digital across Los Angeles, New York, and Detroit offices, growing and managing a team from 5 to 15 creatives. Oversaw integrated creative output for national and international clients across healthcare, CPG, automotive, and travel.

Directed high-volume production across 10–20 weekly digital deliverables, 30+ annual campaigns, and 5–10 new business pitches annually, contributing to \$250M in new business wins. Supported campaigns generating billions of paid media impressions.

Pioneered an atomic design methodology to scale enterprise-level design systems, improving speed, consistency, and cross-office collaboration.

DESIGN LEAD

DREAMWORKS DIGITAL | AWESOMENESS TV | 2012-2013

Led design for high-growth YouTube content networks, overseeing branding, show packages, and platform-native design systems.

Scaled networks past 1M+ subscribers in 6 months, reaching 65M+ monthly views and 1B+ global impressions. Directed 25+ show packages monthly and continuous optimization of thumbnails, channel art, and engagement frameworks.

Developed performance-driven creative systems for YouTube distribution, increasing viewer engagement and retention. Supported branded partnerships with Verizon and Neutrogena.

SENIOR WEB / VISUAL DESIGNER

COPLEX | 2010-2012

Designed digital products and applications for corporate startup studios, partnering closely with development teams to create user-focused, brand-aligned experiences.

FREELANCE MARKETING ART DIRECTOR

OUTSIDE MAGAZINE | 2009-2010

Created print and digital advertising, event promotions, and editorial collateral in a fast-paced, deadline-driven environment reaching 2.5M+ subscribers.

So what is this Emcee stuff?

Well, it's the phonetic pronunciation of my initials and adopted nickname for the past 6 years. I'm sorry there isn't a better payoff and instead it's more akin to a "because he dodges bullets Avi" explanation. Anyways, I'm a Chicago native, who has lived in LA for the past 15 years (and counting). I've been in leadership positions for over 10 years and my mom tells me I'm a real mensch. We're probably gonna become best friends.

Clients

Fiji Water, Dole, Wonderful Pistachios, IHOP, MUFG, Kaiser Permanente, Travelocity, Constellation Brands, JUSTIN Wines, OnStar, Valero

Skills

Creative Direction, Brand Identity, Campaign Visual Identity, Experiential Design, Digital Design, Performance Marketing, E-commerce Design, Presentation Design, Client Management, Creative Team Management

Education

Columbia College Chicago
Bachelor of Fine Arts - Art + Design

EMCEE®

HI, I'M MICHAEL CERAULO
LET'S CHAT SOON.

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