

Jim DeCorpo

Associate Creative Director / Art Director

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RÉSUMÉ

Art Director / Associate Creative Director with 25+ years of agency advertising experience, currently focused on CRM and direct-response creative for Hyundai Motor America at INNOCEAN. Design and art direction across email campaigns, newsletter programs, and premium direct mail, including product-launch pieces, dynamically personalized communications, and corresponding email creative.

Background also includes creative team leadership and national brand campaigns for Coca-Cola/Fanta, DirecTV, Tanqueray, and Guinness.

STAFF

INNOCEAN WORLDWIDE ADVERTISING - Associate Creative Director / Art Director

2016-Present | Hybrid / Huntington Beach, California

Product launches, CRM, and Direct Mail for Hyundai Motors

YOUNG & RUBICAM - Associate Creative Director / Art Director

2008 | Irvine, California

Hot Wheels, Jenny Craig, Barbeques Galore, new business.

DEUTSCH LA - Associate Creative Director / Art Director, VP

2006 - Playa Vista, CA

Supervised retail creative group for DirecTV.

OGILVY - Senior Art Director

2001 | New York

Created the “Fantanas” for Coca-Cola/Fanta, a successful 360° campaign.

Also American Express, AT&T, and AIG.

WEISS WHITTEN STAGLIANO - Senior Art Director

1998 | New York

Brand platform and integrated campaign for Guinness. Also Bass Ale, St. Regis Hotels, Tumi luggage, HotJobs.com, Courvoisier, and new business.

DEUTSCH NY - Art Director

1997 | New York

Created concepts and supervised illustration for Tanqueray’s “Mr. Jenkins” campaign which was populated in billboards, bus shelters, and magazine ads. Also Bank of America, IKEA, and Snapple.

CITRON HALIGMAN BEDECARRÉ - Art Director

1995 | San Francisco

Created retail and national magazine ads for Copper Mountain Ski Resort.

Also Crystal Cruises, Powerbar, and Dreyfus.

(Cont.)

SELECTED FREELANCE

RPA

Honda

GARAGE

Mazda

OGILVY LA

Cisco

SAATCHI & SAATCHI

Toyota

PHENOMENON

Rise Financial Services

TEAM ONE

Infinity

DRAFT FCB

Taco Bell

DDB NY

American Stock Exchange

UCLA Extension

Instructor, Advertising Design

EDUCATION

ACADEMY OF ART UNIVERSITY + UNIVERSITY OF SAN FRANCISCO

Bachelor of Fine Arts (BFA) Advertising Design

SKILLS

CRM & Lifecycle Creative

Email design, direct mail, personalization/segmentation-driven creative, premium packaging & unboxing design

Team Leadership

Supervised retail creative group for DirecTV (Deutsch LA)

Craft

Art direction, design, copywriting, photography, videography, editing

Tools

Figma, Photoshop, InDesign, Illustrator, Premiere, Webflow

Deployment

Creative built for Salesforce Marketing Cloud campaigns