

# Campbell Mattiello

Art Direction  
United States

View the full portfolio at <http://www.thecreativefinder.com/cmattiello>

## Professional Experience and Curriculum Vitae

With over 10 years in the design and branding industry, I have worked for clients the likes of NBA and NFL to luxury brands like L'Oreal, Robert Allen and others in the fashion world. Creating the entire brand has included logo design to inshore displays, but the projects were not limited to to print, with magazine layout, but as moved online to web and ebooks.

I have consistently shown my skills in art directing, even in the most stressful of times. Clients' deadlines and satisfaction are always my utmost priority. Having worked in New York City, I have gained experience with big brands

I look forward to the opportunity of sitting down with you to discuss my work.

## Previous Clientele

NFL  
NBA  
L'Oreal  
Robert Allen  
Reebok  
Timberland  
Dessault Falcon

## Awards and Accolades

brand experience

2011 - present Tucker Company Worldwide New Jersey  
Brand Consultant

Contracted to lead design and branding of new start up that was struggling to get noticed in the new but already crowded market of organic pest control. Duties include maintaining the brand image, directing a web designer and creating brand guidelines, not excluding materials for print collateral and label design.

2010 - present Pure Pest Management Boston

Art Director/Brand Director

Contracted to lead design and branding of new start up that was struggling to get noticed in the new but already crowded market of organic pest control. Duties include maintaining the brand image, directing a web designer and creating brand guidelines, not excluding materials for print collateral and label design.

2008 - present Bottle Rocket Marketing NYC/Boston

Art Director/Designer

Tackled all elements of promotion design for NBC's coverage of the Beijing and Vancouver Olympics, ranging from email newsletters, point-of-sale, magazine advertisements and environmental graphics to website design. Other clients have included GE, TNT, SyFy and the BRAVO Network.

2011 La Miu lingerie Beijing, China

Brand Consultant

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

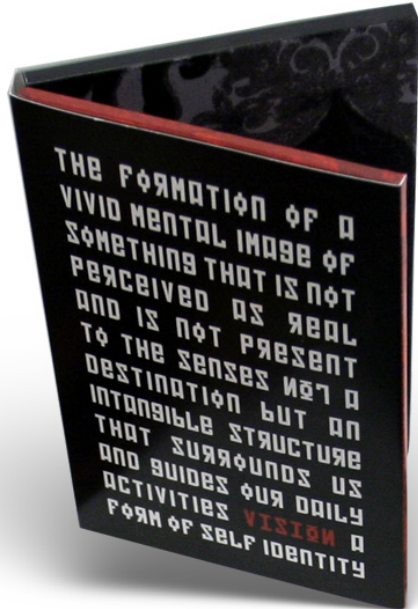
Invited to Beijing to help create and launch La Miu's first sub-brand of underwear aimed at the college-aged market. Aided in designing and branding the launch website as well as marketing materials, including video spots for a viral marketing push.

2008 - 2011 Innovino, Inc. NYC

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