

Eric Boscia

Art Direction
United Kingdom

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

Professional Experience and Curriculum Vitae

I am an Integrated Senior Art Director + Designer from NYC, now living and working in London. I have 18+ years at global agencies JWT, Saatchi, FCB, Grey, Havas and Arnold in NYC, London, Seattle and Boston, as well as many smaller ones.

My experience ranges in everything from packaged goods to pro-bono, and retail to healthcare. And I work across channels as varied as broadcast, print, digital (websites, banners, emails, social), shopper/retail, experiential, branding, direct mail, collateral, healthcare, and not-for-profit. Not to mention numerous new business pitches for just about every kind of client or product.

I just finished my MA in Photography from Cass Faculty of Art in London. I received my BS in Mass Communications/Advertising from Boston University. Also studied Fine Art at New York University and Cooper Union.

Have Dual Citizenship (USA and Italy). So I am ready, willing and able to work in London and anywhere else in Europe.

Portfolio: www.ericboscia.com

Previous Clientele

Consumer Goods

Procter & Gamble (Crest, Whitestrips, Tide, Olay, Prilosec, Physique Hair Care, Head & Shoulders, Fixodent, Metamucil); Colgate Oral Care; Tylenol; Halls Cough Drops; Tiger Balm; Wisk Detergent; Audi of America; Avon Cosmetics; Cetaphil Skin Care; Waterford Crystal; Croton Watches; Carolee Jewelry; Esselte Office Supplies; Pitney Bowes; Hewlett-Packard

Food & Beverage

Starbucks; Stolichnaya Vodka; JELL-O; Goya Foods; Nexzt Gum; CinCyn Soft Drink; Devotion Vodka; S & J Foods; Rap Snacks; Millennium Blend Shakes; Grab1 Bars; Caviaroli Olive Oil

Retail

Starbucks; McDonalds; Sainsbury's; General Nutrition Centers; Macy's West; Brunschwig & Fils; Moe Ginsburg Department Store; Maison du Macarons; Galaxy Diner; Chelsea Premium Outlets; Hurt City Clothing; In Vino Veritas

Services

Virgin Atlantic; Delta Airlines; British Telecom; Islands of the Bahamas; Microsoft; Royal Caribbean Cruise Lines; AAA of California; Nickelodeon; FTD; Financial Times; PacBell Mobile; SunCom Mobile; GB Lodgings; Shutterstock Images; Aetna; Center for Woodworking; Brooklyn Carpet Exchange

Financial

Chase Manhattan Bank; GE Financial; First USA Bank; Eddie Bauer Credit Services; Herbert J. Sims Capital Financing; Sanders Morris Harris Group; SMH Capital; Concept Capital; Signet Healthcare Partners; Metropolitan National Bank; First Financial Equities; NJ Lenders; Upscale Equities

Healthcare

Johnson & Johnson; AstraZeneca; Pfizer; Merck; GSK; NovoNordisk; Abbott Labs; Mead Johnson; Galderma Labs; Janssen

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