

SHAY MOSCONA
Creative Director

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Qualifications

- Capable of managing multiple projects in different disciplines simultaneously and effectively
- Strong ability in translation strategy into cut-clean award-winning fresh creative
- Experienced in Digital, Print, Direct and TV
- Likable personality

Work Experience

September 2011 - Current
Freelance Art Director
G2 (direct/digital agency)

Ally Bank, Weight Watchers, Fidelity, Agrenox

- Email campaigns, Landing Pages
- Direct Mail (Brand communications and tactical)
- Website development
- Web banners

July 2011 - Sep 2011
Freelance Art Director
Human IG (digital agency)

Gogo, PWC, Switch Modern

- Email campaigns, Landing Pages, Mobile
- Rich Internet Application Development (Concept, Interaction Design, Skins, Tech-Specs)

October 2006 - June 2011
Vitalicious — functional food marketing
Creative Director

Overseeing all creative of the in-house agency, servicing Vitalicious Inc., Vitalicious.com plus outside clients. My work covered all advertising channels — web marketing, e-mail marketing, website development, magazine ads, trade shows, package design and direct marketing.

Managing all aspects of creative development and production including hiring free-lancers and directing an abundance of vendors and third party creative providers for multiple projects.

- Successfully developed brand recognition and loyalty through digital media
- Achieved phenomenal growth in e-mail CTR and conversion
- Creating bold and effective campaigns across all channels (print and digital)
- Developed effective workflow processes and standards to support the company's fast growth

July 2003 - October 2006
DRAFT FCB

Senior Art Director

Verizon FiOS, Verizon DSL, Verizon Wireless, Bank of America and Budget.
General print ads, Direct marketing and Outdoor advertising.

- Launching of Verizon FiOS collaborating with R/GA (interactive agency)
- Launching of Verizon IOBI
- Creating highly successful pieces for Verizon and Bank of America

January 2002 - July 2003
Freelance Creative Director / Art Director
Xmpie — NYC based software company, now part of Xerox

Managing and creating cross-media variable information based campaigns and demo campaigns supported by the company's software. Creating and directing GUI design, including software tools and functionality.

November 1996 - December 2001
Saatchi & Saatchi, Tel Aviv

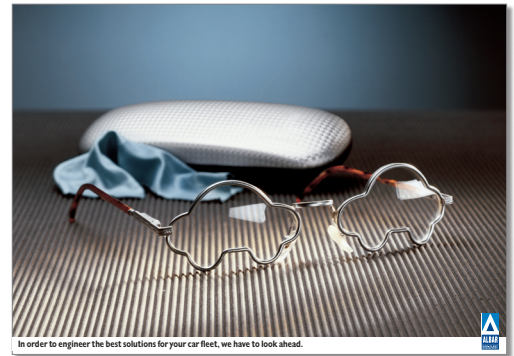
Senior Art Director

Creating award-winning campaigns for a wide array of the agency's clients: Mazda, Albar Leasing, Ace, Safra Bank, Kodak, The Lottery, Heineken, Cellcom (mobile), Yediot (#1 News paper in Israel).

- Creating award-winning TV, print, radio, outdoor general ad campaigns
- Launching Albar brand with phenomenal success and brand recognition
- Launching Heineken Summer Parties



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AWARDS

- NEW YORK FESTIVAL:
Silver medal (1999) ALBAR print "Candy Box"
- NEW YORK FESTIVAL:
Short list (2000) ALBAR print "Sunflowers"
- GOLDEN DRUM: (Eastern Europe contest)
3 silver medals
- GOLDEN CACTUS (Israel annual ad awards):
19 medals, print and TV

EDUCATION

1993-1996 ASCOLA DESIGN, Tel-Aviv
Graphic Design and Visual Communications