// 2018

CAM **SALVATORE**

CREATIVE DIRECTION, PROUCTION & EMERGING TECH

02
JOURNAL
MY BACK STORIES

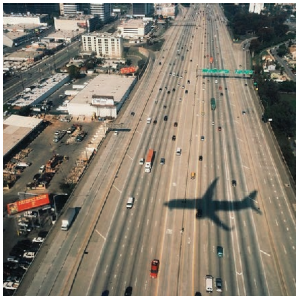
03
CONTEXT
MY RESUME

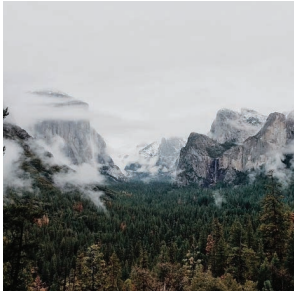
04
CONTENT
SAFETY FIRST

05
CONTACT
WRITE HOME OFTEN

// 2018

02 JOURNAL
MY BACK STORIES





03 CONTEXT
RESUME

FREELANCE DIRECTION SERVICES - LOS ANGELES / NYC / BOSTON **2013 - PRESENT**
Directing and producing video and creative content for fashion and lifestyle clients.
Clients Include American Eagle, Hersheys, PEPSI co, Jimmy Dean, and GUESS
- Organizing international on-location shoots
- Careful coordination with existing and planned creative
- Direction, art direction, videography, postproduction and editing services
- Client and creative team management

ART DIRECTOR - ROCKETDOGNYC NEW YORK, NY **2011 - 2014**
Generating tuned, exciting creative across national and international brands,
start-ups, and small businesses in a hands-on jack-of-all-trades boutique
creative agency. Clients Include iHome, Pfizer, Novartis, MobiMunch, Happy Hearts Fund
- Creating / reimagining brands
- Print, digital, and television campaigns
- Web Design / UX Design
- Client and creative team management

RETAIL CONSULTANT - SALVATORE ASSOCIATES BOSTON, MA **2007 - 2011**
Brand management for RBS Citizen's Bank, implementing brand messaging
for retail locations nationwide.
- Increased effectiveness of brand messaging with touch points on consumer retail journey
- Implementing Improved employee use of brand messaging in daily business interactions
- After a theft of a Picasso from a Mid-Atlantic Branch, Fine art assets survey and curation

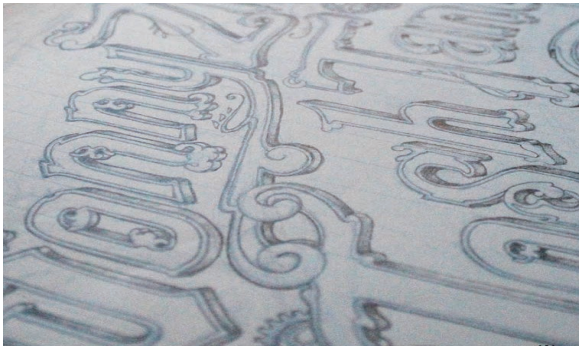
FREELANCE FINE ARTIST **2003 - PRESENT**

SCHOOL OF THE MUSEUM OF FINE ARTS, TUFTS UNIVERSITY, BOSTON, MA **MAY 2009**
Bachelor of Fine Arts

RELATED INTERESTS and ACTIVITES:
- Expert Proficiency in Adobe Suite, FCPX, and DaVinci Resolve
- Currently studying applications and emerging tech for AR, MR, and VR. UNITY, 360 cameras and Previs software.
- Board Member of the Veteran Barn Door Project, a non-profit providing equine therapy for veterans suffering PTSD

04 CONTENT
SAFETY FIRST

WHAT YOU WILL BE GETTING
View my professional portfolio at www.cameronsalvatore.com - Along with my videography reel, you will see some speculative concepts, illustrations, and other aspects I have been carefully cultivating in my creative garden.



IDEATION for me starts with illustration.

PHOTOSHOP COMPS of stock or pro-photo executions.

VIDEO PRODUCTIONS with some new and old faces.

UNDERSTANDING TECH MR, AR, VR, and how they work.

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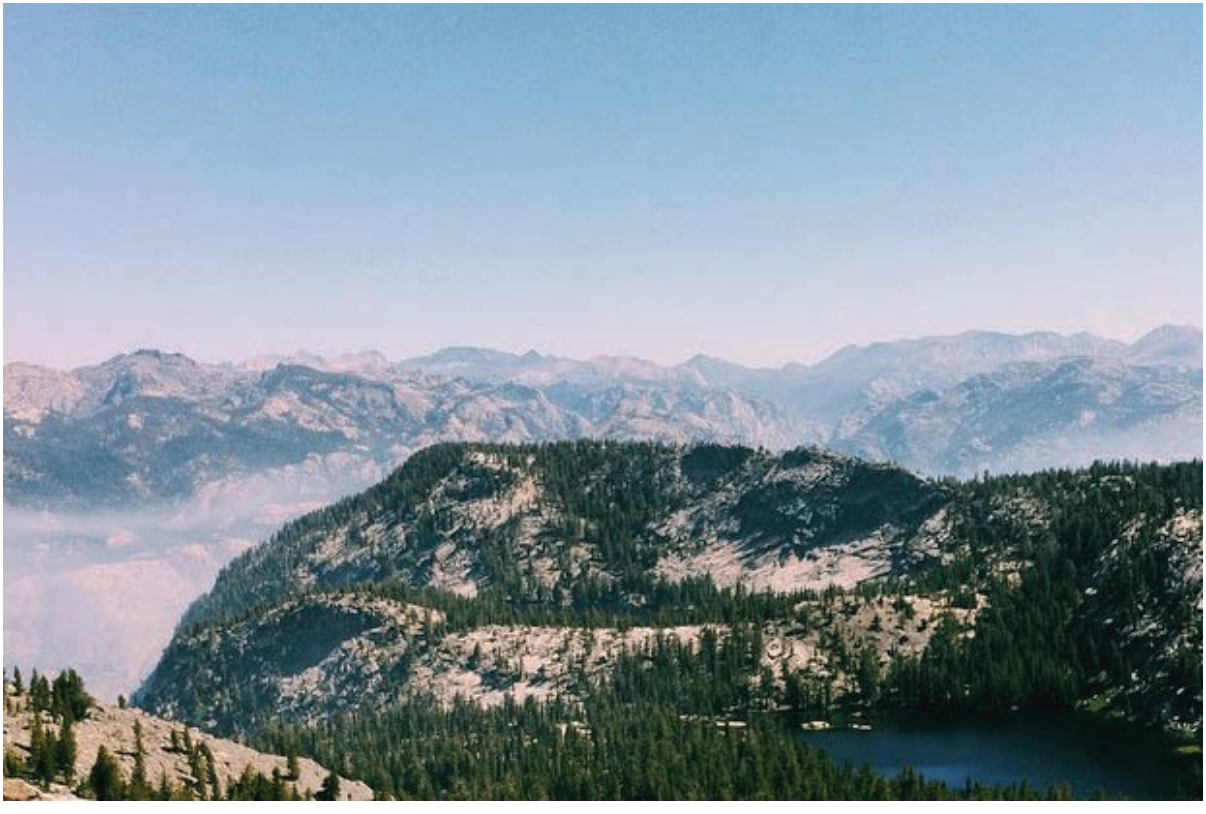
THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION. Please reach out at your convenience with feedback or questions, I would love to work out a special arrangement for your present and future creative needs.



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