

CAMERON SALVATORE

SUMMARY OF EXPERIENCE

CAREER PROFILE

Over ten years of exceptional creative execution, brand implementation, project management, and art planning experience in the national market. Exceptional understanding of scheduling, roll-out strategy, client and vendor services, with a comprehensive body of creative work used in-store, online, and through social platforms. The following is a detailed list of past services, with references provided upon request.

FREELANCE CREATIVE AND DIRECTION SERVICES - INTERNATIONAL

2013 - PRESENT

Clients Include **HASBRO, American Eagle, Foster Grant, PEPSI co, Jimmy Dean, and GUESS.**

- Careful generation and coordination with existing and planned creative strategy.
- Video Direction, pre-production, set production, videography, post production and editing services.
- Client and creative team management including mentoring Jr. and mid level design teams.
- Sr. Level Graphic Design and Art Direction services.
- Directing commissioned artists and artist vendors to execute high-level deliverables to international production spec.
- Facilitation between Marketing, Project Management and Creative teams.

SR. GRAPHIC DESIGNER - HASBRO

2022

Contract to complete high-priority design items across multiple game franchise titles for major markets.

- **Wordle: The Party Game** (w/ the New York Times) Other to-be-released items for 2023-24.
- Working with Narrative and Game designers to generate best practices for information architecture and UX.
- Storyboarding, shooting, and directing internal marketing videos for sell-in presentations.

SR. PROJECT MANAGER CONSULTANT - SALVATORE ASSOCIATES BOSTON, MA

2007 - 2022

Implementing brand messaging for retail locations nationwide. Exceptional scheduling, communication and management skills, Regional and National roll outs with remote and on-site working experience.

- Retail brand roll out conversions - up to 200 sites managed.
- Budget and schedule approvals for individual sites up to \$200,000 USD.
- Merchandising, construction and creative recommendations.
- Remote management of onsite vendors and contractors.
- QC and Survey for branches for New Builds, Renovations and Re-branding.
- Field PM, Scheduling, floorplanning and risk reporting.
- Fine Art assets: Identification, Inventory survey, curation, and recommendations.

CLIENTS INCLUDE:

TRUIST BANK w/PRINCIPLE GLOBAL - SOUTH EAST US, 2021 - 2022

CAPITOL ONE - NYC, MID-ATLANTIC & SOUTH WEST, 2017 - 2020

ACCENTURE w/PRINCIPLE GLOBAL - BOSTON, 2018

CRICKET WIRELESS w/PRINCIPLE GLOBAL - CHICAGO, 2015 - 2016

RBS CITIZENS BANK - NATION WIDE, 2007 - 2016

ART DIRECTOR - ROCKETDOG NYC 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/ re-imagining brands.
- Print, digital, and television campaigns.
- Web Design/ UX Design.
- Client and creative team management.

FREELANCE FINE ARTIST

2003 - PRESENT

Stained Glass, Illustration

TUFTS UNIVERSITY, School of the Museum of Fine Arts - BFA

MAY 2009

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