

# Anthony Gelsomino CREATIVE DIRECTOR

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## EXPERIENCE:

### CREATIVE DIRECTOR; CAUSE + EFFECT Creative Studio

PRESENT • New York, NY

- Directing, Writing and pitching all creative for creative teams.
- Interfacing with clients during production.
- Act as liaison between all clients and Company.
- Work closely with Executive Producer and Chief Creative Officer to ensure quality control consistent with Company's standards.
- Work closely with clients and creative team to ensure creative and business goals are met.
- Actively solicit, develop and produce new business for Company.
- Review all projects before routing to client to confirm all business goals and comments are met.
- Establish and maintain relationships with clients, freelance artists and vendors.
- Scheduling, budgeting, routing and completion of all assigned post-production projects, including managing the post-production team.
- Develop and maintain schedules and budgets for all assigned post-production projects.

### VP, CREATIVE DIRECTOR

#### Nickelodeon Brand Image & Architecture, Branded Events, Branded Movies and Pro Social Campaigns

2013-2014 • New York, NY

- Leading major refresh of Nickelodeon's brand including break architecture and creation of innovative on air solutions resulting in a cohesive brand experience.
- Oversee creation of marketing franchises to expand the brand and create new business.
- Brainstorm, pitch, create and execute On Air Campaigns for all of Nickelodeon's major events including the KCAS, Halo Awards, and The World Wide Day Of Play.
- Work with marketing partners to promote Nickelodeon branded Motion Pictures alongside Paramount Pictures
- Manage an annual multi-million dollar budget.
- Manage all aspects of creative work from Art Direction, Graphics, Editorial, and Production Management.

### VP, Nick Movies & On Air Promotions; Nick Kids and Family Group

2011-2013 • New York, NY

- Lead an in-house creative production team to service Ad Sales with spots for all major motion picture studios including Fox, Universal, Sony and Paramount Pictures.
- Oversee creative for all live action on air promotions including show launches, special events, and packaged programming.
- Manage an annual multi-million dollar budget.
- Manage all aspects of creative work from Art Direction, Graphics, Editorial, and Production Management.
- Executed a creative vision for Network Image Campaigns including Kid's Choice Awards.
- Oversee a staff of over 40 Producers, Writers and PAs.

### VP, Nick Movies, Videogames and Corporate Nickelodeon Kids and Family Group

2009-2011 • New York, NY

- Promoted to VP and led Nickelodeon Movies Group with over 100 executions of promotions for major movie studios.
- Created and executed Network franchises for all Videogame platforms.
- Worked with President to execute all video for Network Upfront.

## Qualifications:

- An award winning creative leader responsible for developing and executing against brand strategies for brand image work, refreshing network initiatives, major motion pictures, entertainment properties, cable networks, consumer products and launching series campaigns.
- 15 years experience in all aspects of On-Air Promotions both short and long form-domestically and internationally.
- Creative background as a Creative Director, Writer, Producer, and Director of filmed content.
- Strong written and oral communication skills in dealing with all levels of internal management, external relations and internal & external clients.
- Executive Producer of Lucky devil Theatre Company - a leading LGBT driven production company.

## Awards:

### VP/Writer/Producer

- Emmy Award Winner(1)
- Emmy Nominations (4)
- Promax Gold Wins (4)
- Promax Silver Wins (4)
- Promax Bronze Wins (2)
- Telly Silver (10)
- Telly Bronze (6)
- Golden Trailer (2)

## Talent Collaborations:

- Beyonce, Rihanna, Johnny Depp, Ben Stiller, Will Smith, Cameron Diaz, Robert Downey Jr., Dwayne Johnson, Gerard Butler, Ashton Kutcher, Jerry Seinfeld, Justin Timberlake, Nicki Minaj, Anne Hathaway, Jamie Foxx, Shia LaBeouf, Kristen Wigg

## Education:

- ROLLINS COLLEGE  
Winter Park, Florida  
BA: Theatre Arts and  
Art Communication