

Brands are relationships. You've got to nurture them, not disrupt them.

My approach to advertising is simple — don't advertise. Instead, think about ways to involve new customers and then keep them tied to the hip. Using Facebook, Twitter, YouTube, Mobile, I concept brand experiences that attract fans, engage them, and allow them to share. Nothing's more trusted than a few good words from a friend, so let's build brands by giving folks something great to talk about.

Highlights From The 15 Year Reel

- Led successful pitch work for EVB including Captain Morgan, popchips, and Nike
- Ran the interactive department at Teak Digital and shifted the business model from broadcast production to social media content creation
- Directed two of Google's most successful YouTube channels: Nexus One and Google Mobile
- Co-led AKQA's new business pitch to Cisco for a consumer web presence
- Co-created Visa's digital campaign for the 2010 FIFA World Cup. It led with my Facebook App which allowed fans to follow a team, schedule matches, and connect with friends
- Crafted a redonkulous April Fool's Day prank for AXE — a hoaxed takeover of CollegeHumor.com
- Earned a Webbie for developing an over-the-page banner promoting the special edition Iron Man phone from LG
- Directed the first over-the-page (DHTML) banner to ever run on the New York Times. Oracle received substantial PR for it
- Did stand-up comedy for 8 months. No joke

JOB HISTORY

Freelance, Interactive Creative Director, ACD, and Sr. AD (12/01 - Current)

I've contracted with more than 20 agencies to concept, manage, and design digital campaigns. My work includes award winning rich media ads, microsites, mobile sites, iPad Apps, and integrated social media campaigns.

(06/11 - 06/11)

The Branding Farm

CD on NBC

(05/11 - 06/11)

Draft FCB

ACD on California Energy Project

(01/11 - 04/11)

Evolution Bureau

ACD on Sun Drop (MTV), Nike, and Captain Morgan

(09/10 - 11/10, 02/09 - 08/09)

Mekanism

ACD & Flash Dev on AXE, eBay, DKNY, EA Games, New Amsterdam Gin, and LucasFlims

(08/09 - 01/10, 11/10 - 12/10)

AKQA

ACD, & Sr. AD on Visa, Cisco, and eBay

(08/08 - 01/09)

Freestyle Interactive

Flash Dev on EA Games, and EA Sports

(Off & On 06/07 - 08/08)

Publicis Modem

ACD, Sr. AD, & Flash Dev on BlueShield, LG Electronics, and HP

(Off & On 08/06 - 08/08)

Carat Fusion

ACD, Sr. AD, & Flash Dev on Adidas, Kodak, Kohler, Progressive Insurance, Lifetime, LEI, and Seagate

(08/04 - 01/06)

McCann: MRM Partners

Sr. AD on MSN, MS Office, Windows Server System, and Visual Studio

(08/03 - 08/04)

Yahoo! Idea Group

Sr. AD on Yahoo! Entertainment, Sports, Games, and Finance

(Since 12/01)

Other Agencies

Obscura Digital, CogI, Maiden Lane, JWT Boom, JWT Tech, Cnet, Gyro, US Web/CKS, Chautauqua, Lena Chow, Y&R, Harrison Wilson & Associates

Teak Digital, Freelance Interactive Creative Director (01/10 - 09/10)

I led the interactive department and moved Teak's business model from broadcast production to social media content creation. I rebranded Teak and brought in new business from Google, Forever 21, Bear Naked Granola, and Joby. I also managed the Google Mobile account including Android Market Apps and the Nexus One phone.

Hypnotic Design, Founder and Creative Director (12/01 - 12/07)

In partnership with Timberland Printing, Hypnotic Design was an outsourced solution for integrated advertising and promotion. I lead new business, creative development, and production. I also contracted writers, illustrators, photographers, and programmers.

Clients: Albertson's, Del Monte, Eastman Outdoors, GreenDimes, Mervyn's, PreciseFlight, Savvion, Schieffelin & Somerset, STOPware, TiVo, Yahoo!, and ZoneLabs

Grey Worldwide SF, Sr. Art Director: (10/99 - 12/01)

I led all brand level print, TV, outdoor, and online advertising for Oracle, PMC-Sierra, and Seagate. And I co-lead new business pitches including wins on NorthPoint (DSL) and Ask Jeeves.

Winston Advertising, Design Director, Sr. Graphic Illustrator (01/97 - 06/98)

Aquent, Production Artist/Designer (08/96 - 01/97)

SKILLS

Adobe CS5, HTML, CSS, XML, AS3, rich media ad solutions: Eyeblander, Dart Motif, and PointRoll, User Experience, OOP, Flash Video, Particle Effects, Kinematics, and Game Physics

EDUCATION

Santa Clara University
'95 BA in Fine Art, Minor in Biology
Art Students League
'96 Classical Life Drawing
SF Comedy College
'05 Stand-up Comedy

TEACHING

Academy of Art SF
Master's Program: Advanced Concepting
Bachelor's Program: Integrated Advertising

PAULO SELLITTI

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REFERENCES

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