



EXPERIENCE

VP Creative Director | FREELANCE

AREA 23 | NYC, remote

February 2022 - Current

SVP Creative Director | ART

GSW | Los Angeles, remote

2020 - 2021

- || Creative department lead
- || Oversaw creative from inception to completion
- || Full palette of brand expression
- || Optimizing process and workflows
- || Created team vision
- || Contributions both strategic and tactical

SVP Sr. Group Creative Director | ART

REAL CHEMISTRY | San Francisco

2018 - 2020

- || Creative department lead
- || Deeply involved in collaborative ideation
- || Lead creative development across media
- || Passionate about brands role in culture
- || Manger. Mentor. Strong interpersonal skills

SVP Group Creative Director | ART

AREA 23 | New York City

2017 - 2018

- || Oversaw work from inception to final product
- || Contributed innovative ideas
- || Command of workflow
- || Developed smart, single-minded ideas
- || Oversaw marketing strategies

Sr ACD Creative Director | ART

SAATCHI & SAATCHI WELLNESS | New York City

2010 - 2017

- || Concepts across all channels
- || Oversaw projects through entire cycle
- || Directed photographers, designers, photographers, editors
- || New Business: Wellness & DTC

Sr. ACD | ART

DEUTSCH | New York City

2008 - 2010

- || Consumer & health creative
- || New business generator
- || Ensured craft from concept through completion

VOLUNTEER

Appreciation & Recognition Creative

AMERICAN RED CROSS

2020 - Current

BRANDS INCLUDE

ANIMALS

BRONX ZOO
MILKBONE
NEXGARD FOR DOGS
NEW YORK AQUARIUM

FASHION/BEAUTY

FILA
GREEN FASHION WEEK NYC
GOTTEX SWIM

FINANCE

CITIBANK
PNC BANK
VISA. CYBERSOURCE

HEALTH & WELLNESS

ARIMIDEX
BOTOX CHRONIC MIGRAINE
DENGVAXIA
ENDOMETRIOSIS PSA
EXOLON
HUMIRA, PSORIASIS
JARDIANCE
MRS GREENS NATURAL MARKET

NABISCO CEREAL
NESTLE, PRO NOURISH
ONCOTYPE DX
OPIANT, REVEX
ORTHO LO

NOVO NORDISK, CORPORATE
PFIZER, FLORIDA MEDICARE
PASCAL REPAIR SYSTEM
TAKEDA VACCINE, CORPORATE
VOXZOGO
WALGREENS, FIND CARE
ZOCOR

SOCIAL GOOD

AD COUNCIL
AIDS 2020
AMERICAN RED CROSS
CROSSROADS COMMUNITY
FARE SHARE FRIDAY
JR GIANTS
TAKE DOWN GUN VIOLENCE
THE MOTH
VENTILATOR SOS

TRAVEL

JAIMACA
STUDENT TRAVEL

CAROLYN GARGANO

|| Creative Director | ART

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AWARDS

ACT RESPONSIBLE
CANNES LIONS
CARE AWARDS
LIONS HEALTH
GRAPHIS
CLIOS
CLIOS HEALTH
COMMUNICATION ARTS
CREATIVE FLOOR
EPICA
GLOBAL AWARDS
GRAPHIS
MM&M
ONE CLUB/SCREEN
REBRAND
NEW YORK FESTIVALS
SHORTY AWARDS
TELLY AWARDS
LIA
WEBBY
W3

PUBLISHED WORK

AMERICAN MARKETING ASSOCIATION
CAMPAIGN US
COMMUNICATION ARTS
EPICA
GRAPHIS
IMPRESSIVE ADVERTISING BOOK

EDUCATION

SAN JOSE STATE
BA Advertising/Design
Design Courses:
SVA, PARSONS, UCSU, ADOBE, DOMESTIKA
Additional:
PARSONS
Creativity & AI

Photoshop, Illustrator, Indesign,
Premiere, XD, Canva, Powerpoint,
Capture, Behance, Bridge, Word



Think Above. Go Beyond.