

Joe Venturini

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Creative Director/Copywriter

- Creates award-winning advertising, B2B, promotion, direct mail, direct response, digital, and social marketing campaigns

Where & When

7.2020 to Present — President/Creative Director, Ad Nauseum NY, Inc.

- Creative consultant for Moving Pictures LLC, Kramer Labs, Westchester County Department of Mental Health and Beth El Synagogue Center

3.2011 to 6.2020 — Creative Director/Copywriter, Franklin Madison Group, Inc.

- Creates B2B marketing campaign including company websites, videos, ads, emails, and sales presentation collaterals
- Creates Insurance DM and Digital Marketing Communications
- Launches digital marketing that delivers \$1MM in addition insurance premiums

12.2008 to 5.2010 — Creative Director/Copywriter, House Party, Inc.

- Triple sales growth in 18 months for the social/WOM marketing company
- Grows user base from 75K to over 1MM
- Wins new business — Kraft *First Taste* online and offline direct mail account

12.2007 to 11.2008 — Creative Consultant/Copywriter to FGXI

- Develops, directs, and writes direct response, new product launches, and B2B advertising for Foster Grant and MagniVision

4.2003 to 10.2007 — Executive Creative Director, Ferrara & Company

- Generates addition business from Arm & Hammer, Schering-Plough & Chattem Labs
- Launches Miralax laxative and A&H Essentials

10.2001 to 3.2003 — President/Creative Director, Marauder, Inc.

- Starts boutique agency — clients include Israel Humanitarian Foundation, Jewish Community Centers, Infinity Radio, and Samsung Electronics

11.1995 to 11.2001 — Creative Director, Posnick & Kolker Advertising

- Launches the #1 US toy 4 years running for Tiger Electronics/Hasbro including the international toy phenomenon — Furby

1.1986 to 11.1995 — Senior VP/Creative Director, Saatchi & Saatchi Advertising, Inc.

- New TV campaigns prevent two P&G brands from leaving agency
- Initiates three new product launches for General Mills in three years

Skills: Adobe Creative Cloud, Quark, Word

Education: Pratt Institute, School of Visual Arts and the streets of New York

Awards: Andys, Effies, Art Director's Club, Ad Age 100 Best, Telly, and Golden Marbles

Family: Married 37 years (Roseann), three children (David, Adam and Emma)

Activities: Running, Golf, Baseball, Squash, Writing, and Guitar

References: Upon request