

Carlos G. Chiossone

Creative Director / New Media Thinker

Highlights: Interactive creative director with over fifteen years of building user experiences for some of the top names in the world of marketing and entertainment. Experienced in conceptualization, branding and strategy for large and small interactive campaigns. Great work ethics which motivate teams in the creative and development areas to achieve goals under any deadline. Disney, WB, Sony Pictures, Time Inc., and Unilever are among the properties built.

Experience

1995 – 2010 Sprout Communications, Inc. Creative Director

Industry: New Media/Advertising/Public Relations/Marketing Services

In 1995, the early days of the internet era, I created Sprout.net. This venture grew very fast, acquiring and maintaining clients such as Sony Pictures Digital Entertainment, InStyle, Real Simple, Teen People, Redbook, USAVitamins.com, Lang.com and many other large and small online ventures.

As the Creative Director I ignited ideas for simple and complex sites. Inspired, motivated and managed designers, copywriters, producers and programmers to achieve the goals set to exceed the expectations of our clients. Projects ranged from Editorial, Advertising, Advertorial, E-commerce, Video, 3D Worlds, Micro Sites, Multi-Language Site Integration, and more. In 15 years the gamut is extensive.

Creative Portfolio: <http://www.sprout.net>

One of the items that set me apart from most Creative Directors is the vast knowledge in many areas of creativity. In the interactive I am able to manage a project from conception, art direction, production and into technology. Do to my knowledge in programming for multiple platforms; I can fully direct the technology teams to do exactly what I need done, whether web, mobile or digital display. Along with that I am very savvy in photo art direction, print work and TV. TV has come handy when creation videos for the web. At Sprout I headed a team of 8-12 people, but as many as 24 when multiple projects overlapped. I like creating the brand or image, I like taking it apart and rebuilding it with the parts that worked best. The 2 most fun parts of my work are seeing what comes out from the interaction between the team, from brainstorming to one-on-one brain picking; and selling to the client the ideas we created.

Creativity is not just pretty pictures, is being able to communicate through the right pretty pictures, copy, videos, viral marketing and anything that comes to mind.

Education

1984 -1988 IUNP Caracas, Venezuela Bachelor's Degree in Visual Communications/Advertising

1989 -1991 Rockefeller University Masters in Communicational Psychology

Languages

Fluent in English and Spanish

I am fluent in PHP/MySQL, Javascript, HTML/CSS development to better assist me in the creative process.

Contact Information

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