

VICTOR PINTO
CREATIVE DIRECTOR
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My story

Strategy first, creativity always. Results matter a lot. People matter most.

My accomplishments

- **Team Leader:** Proud to have mentored, inspired and helped build the careers of over **100 creatives** and done amazing work for clients like—**Motorola, Weber Grill** and **Zurich Life**. And at experiential agencies such as **Jack Morton** for brands such as **Abbvie**.
- **Sears Zombies:** multi-channel campaign that earned mentions on 41,000+ websites such as CNN and Ad Age; **525% Google search increase**; 213,000 You Tube views on one video alone; 5,000 social media conversations; exceeded revenue expectations.
- **New brand launch: Concept, content strategy and execution** for new **millennial-focused fashion brand** that brought in more than \$14 million in new social marketing media.
- **App Development:** Worked closely with **information architects** and customer experience designers to develop an **industry-leading app**. Created customer journeys and worked on prototypes. Teamed with project managers, researchers and developers.
- **SapientRazorfish:** Hands-on **content and creative lead** who developed **interactive** and **integrated campaigns**.

My history

Kohl's —Brand Creative	July 2015—Present
Consultant —Content & Creative Director	June 2014—July 2015
Sears —Associate Creative Director	April 2009—May 2014
SapientRazorfish —Marketing Manager (Content)	September 2006—April 2009
s2 marketing + communications —Copy Director	October 2004—September 2006
tuckerknapp IMC —Senior Creative	August 2002—September 2004

My skills

Adobe Creative Cloud, Invision, Slack, Axure, Microsoft Suite

My oh-my

Awards and recognition: Communications Arts, Pro-Comm, Ace, Creativity, BMA Tower

My diploma

Northwestern University; Medill School of Journalism and Medill Integrated Marketing.

My passions

Family, finding a cure, fun with food, basketball, bass guitar, being present, being kind.