



SERGIO A. BELLO

Senior Art Director

CONTACT

- 203.395.8622
- sergdrue@icloud.com
- sergcreative.com
- linkedin.com/in/sergiobello

EXPERTISE

Art Direction
Brand Development / Identity
Digital Media
Social Media
Email Marketing
Experiential Marketing
Logo Design
Print Production
Packaging Design
Point-of-Sale Merchandising
Display Design
Consumer Promotions
Out of Home
Pre Press
Photo Retouching

TECH SKILLS

Mac OS, Adobe Creative Suite:
Photoshop, Illustrator, InDesign,
Powerpoint, Word Press, HTML

EDUCATION

ASSOCIATES DEGREE
Visual Communications
Katherine Gibbs College

MULTIMEDIA CERTIFICATION
Defense Information School,
US ARMY Fort Meade, MD

PROFILE

Dynamic Art Director with over a decade of agency experience including shopper marketing, digital, social and experiential marketing via multiple channels of delivery. Dedicated team player with a passion for design that will ensure a smooth and efficient continuum of delivery from concept to production.

WORK EXPERIENCE

Alcone Marketing | TMA Stamford, CT
Senior Art Director

2019 - Present

- Provided 360 concepts and art direction for California Lottery, Youtheory, Arby's, Ocean Spray, Phillips Healthcare, Mizkan and Beyond Meat.
- Worked with creative teams, account teams and clients to develop print, digital, social campaigns and experiential marketing.

Epsilon Agency | Catapult Wilton, CT
Senior Art Director

2015 - 2019

- Provided lead design, idea concept collaboration, and art direction for three top revenue driving brands within the Pernod Ricard spirits portfolio.
- Managed Associate Art Directors throughout the planning process on the execution and production of campaigns across 5 brands: Absolut Vodka, Malibu Rum, Tequila Avi3n, Seagram's Gin, and Beefeater.
- Worked with account teams to develop national & regional campaigns.
- Lead creative Designer/Art Director of national consumer promotions, new product launches and on/off premise activations
- Managed photographers, illustrators and freelance artists for various campaign executions

Creative Consultant
Senior Art Director/Design Director

2010 - 2015

- **Catapult Marketing:** Provided art direction and idea collaboration for Frontier Communications, Family Dollar, Kelloggs, Pringles and Mars Petcare
- **Inner Armour Sports Nutrition:** Rebranded the brand's overall marketing strategy for packaging, digital, web, POS, copy and photoshoot video direction
- **Alcone Marketing:** Participated and assisted on design direction for Pernod Ricard Multi-Brand; Seagrams Gin, Absolut Vodka, Altos Tequila, Unilever, McCormick and Deutsch Family Wine Spirits (Yellow Tail)
- **Headrush Creative:** Provided print design and digital solutions for NBA All Stars, Riddell and USA Football

Continued >



SERGIO A. BELLO

Senior Art Director

WORK EXPERIENCE

Headrush Creative, Norwalk CT

Senior Art Director

2007-2010

- Developed creative print and digital web, mobile, solutions for the NBA All Stars, Riddell and USA Football

Ogilvy Action, (BEN Marketing) Stamford, CT

Senior Art Director

2003-2007

- Participated and assisted on all creative development for various fortune 100 clients and new business, in collaboration with Ogilvy Action's Chief Creative Officer, Creative Directors and Account Managers
- Lead Creative Designer/Art Director of National consumer promotions, new product launches and on/off premise activations
- Managed photographers, illustrators and freelance artists for various campaign execution

BEN Marketing Group, Stamford, CT

Art Director

2002-2003

- Provided lead design and idea concept collaboration for three top revenue driving brands within Coca Cola, Holiday Inn and Dupont

BEN Marketing Group, Stamford, CT

Production Artist

2001-2002

- Managed Art Director's Key Visual for all POS translations within pre-press guidelines
- Monitored and managed production process and press checks
- Retouching and content creation
- Clients: Coca-Cola, Diet Coke, Sprite, Fanta, Holiday Inn and DuPont

Tumble Interactive, NY

Associate Art Director

1999-2001

- Digitally designed Art Director's rough sketches for digital, mobile, animations and television broadcasting.
- Clients: Disney, Estee-Lauder, Major League Baseball, Stephen King, ABC Television and Novartis