Tony LaPetri

ART DIRECTOR/CREATIVE DIRECTOR

New York, NY

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(516) 330-1053 mobile

An accomplished senior creative executive with demonstrated leadership skills and a record of exceptional achievement in the advertising industry; in-house and advertising agencies. An organized, detail oriented art director/creative director with a consistent record in creating advertising that reaches the consumer and drives sales growth. Consistently recognized as a collaborative team member with strong communication skills. Experienced and comfortable presenting to C-Level executives. Acts on feedback, implementing revisions to improve effectiveness of the project, moving forward towards positive results in the marketplace.

Currently as a Freelance Art Director, helping clients with advertising / visual communication that connects with consumers and gets results.

Experience

Senior Art Director

White Plains NY
1998 - 2011

Combe Inc.

Senior Art Director, In-House Advertising Dept. Men's Haircolor
Just For Men, Grecian. Sea Bond Denture Adhesive.
Men's Grooming products - Aqua Velva, Lectric Shave.
• Worked directly with Marketing, Research, Media and R&D departments to create national and local TV, print, direct mail, out-of-home and digital advertising that helped grow sales of Men's Haicolor Brands 112% from 1998 - 2011 and increased market share 13% from 2001-2011.
• Created TV advertising and package re-design for the Sea Bond Brand that increased sales, from 2008-2009, 9% in a flat market. This sales increase has been maintained with the help of fresh advertising.
• Created TV advertising that successfully re-introduced Aqua Velva and Lectric Shave Brands, helping maintain #1 market position for both brands.
• Supervised Two major re-designs of Just For Men packaging along with photo shoots for over eleven shades, including all casting sessions, final photo selection and retouching.

VP/Creative Supervisor

New York, NY

Partners & Shevack Advertising

• Created a memorable TV campaign of animated eyes for Visine
successfully introducing a new line of irritation-reducing eye drops. Supervised animators from initial character creation, through to completion of finished TV spots.
• Developed advertising and graphics to successfully introduce Orudis Pain Reliever.
• Created TV and print advertising for Arm & Hammer household
and personal Products.
• Developed print advertising for Dutch Boy Paints, extending reach of TV campaign,
• Supervised junior teams and art studio personal in the creation of
advertising, design and presentation materials.

VP Associate Creative Director

Meville NY

Greenstone, Roberts Advertising

• Developed TV advertising for Banfi Vintners; Riunite Wines that
brought a contemporary image to the brand in a newly competitive market.
• Created print advertising that positioned Concha y Toro Wines as
the smart choice for an every day wine.
• Implemented a clean, contemporary look for all print communications for Standard Microsystems, helping to cut through in a busy hi tech environment.
• Created print campaign successfully positioning Nikon printers
and scanners as the premium choice for businesses.
• Developed an effective print campaign that increased awareness
of First Alert Alarms.

Experience/Category

Previous Agencies

Grey Advertising. BBDO. McCann-Erickson. Warwick, Welsh & Miller

Category Experience

Personal care: Just For Men Haircolor. Aqua-Velva. Lectric Shave. Sea Bond Denture Adhesive. Polident. Visine. Arm & Hammer. Nuprine. Duration Nasal Spray. Di-Gel. Stri-dex. Colgate Tooth Paste. Vagisil.

Consumer Package Goods: Post Grape Nuts, Quaker Cereals. Nabisco. Fruit Of The Loom. Slim Fast.

Beverages: Banfi Vintners–Riunite Wines, Concha y Toro Wines. California Wine Coolers. Coca Cola NY Bottlers. Gordon's Gin. Seagram's Spirits. Schaefer Beer.

Technology: Standard Microsystems. Nikon Printers and Scanners. First Alert Alarms.

Automotive: Mitsubishi. Dodge. Oldsmobile Dealers.

Financial Services: Bache Investments. Mellon Bank. U.S Treasury/Direct Deposit.

Other: General Electric–Major Appliances, Audio, Vidio. Proctor-Silex. The New York Times.
Pace University. U.S Tobacco Smokeless Tobaccos.

Education

Regents Diploma

New York, NY

High School of Art & Design

Professional Certificate

New York, NY

Parson's School of Design

School of Visual Arts

New York, NY

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