

TONY GARZIO
CREATIVE DIRECTOR/DESIGNER
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EXPERIENCE

A proven professional with over 25 years of experience in marketing as a creative director/designer and strategist. A conceptual thinker who loves making big ideas come to life through exceptional design, leaving an indelible impression on clients and prospects.

Senior Designer

October 2011 – Present

Teleflora - Division of The Wonderful Company

Partner Marketing - Dell Computers direct mail, inserts, online ads, email
eFlorist (B2B) - marketing of Florist App via email, online ads, print
Florist Marketing (B2B) - collateral, POS displays, email, direct mail
POM Wonderful Pomegranate Juice (B2B) - sales/product videos

Freelance Creative Director/Designer

March 2010 – 2011

Boyd Communications, Inc.

Savant Home Technology - print ads, online ads, collateral design
Hitachi Maxell - collateral, online ads, print ads.
HealthNet - TV, direct mail, print ads

City of Hope - collateral design, online ads, direct mail.

Braille Institute - complete rebrand of all collateral, email, onlie ads.

Blind Children's Center - complete rebrand of collateral, email, onlie ads, annual report, direct mail.

Partner/Creative Director

March 2000 – 2010

Belacoso Communications, Inc.

Countrywide Wholesale Lending (B2B) - collateral, direct mail, email, print, trade shows, videos and broker business website design/development
El Torito Restaurants - collateral, print ads, videos, promotions, corporate sponsorship with Angels Baseball (see related experience below)
Anthem/Wellpoint - TV, direct mail, collateral, online
Allergan (Clinical Botox) - collateral, doctor kits, trade ads

Creative Director

October 1995 - March 2000

DDB Worldwide, Los Angeles

Wells Fargo Bank - collateral, print, POS for in-store branches
Cigna HealthCare for Seniors - TV, direct mail, print
Los Angeles Times - DRTV ads, print, collateral, direct mail.

Senior Vice President

Associate Creative Director

1987 – 1995

Asher/Gould Advertising, Inc. Los Angeles

American Savings Bank (i.e. Washington Mutual); SunAmerica Financial Corporation; Suzuki Automobiles; Pabst Blue Ribbon Beer; California Egg Board; California Department of Health/Anti-Smoking Division, Southern California Cable Association - TV ads, print ads, outdoor and collateral.

RELATED EXPERIENCE

Art Center College of Design

Corporate Sponsorship:

Guest Instructor (Concept I, Graphic Design)

Negotiated and secured corporate sponsorship with Angels Baseball of Anaheim on behalf of El Torito Restaurants resulting in a number of promotional opportunities that increased same store sales 12% for 2007.

EDUCATION

- Art Center College of Design
- University of California, Santa Barbara