

# RESUME

MICHELLE CASANOVA

## CONTACT INFO

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## SUMMARY

**DIGITAL DESIGN SPECIALIST** with extensive advertising and integrated communications experience across a wide range of industries with a focus on technology, automotive and telecoms. Developed creative strategies and campaigns for some of the world's most recognizable brands including Microsoft, Continental, Coca-Cola, Toyota, Vodafone and AT&T. Exceptional creative talent in all forms of traditional and non-traditional media. Results driven.

## SKILLS / TOOLS

Creative direction, digital strategy, creative strategy, concept development, art direction, branding, wireframing, prototyping, design, copywriting, content development, advertising, project management, tactical planning, user experience, user interface, animation, ATL, BTL, experiential, traditional, non-traditional, rich media, business management, production, Adobe Creative Suite 7, Axure, HTML5, CSS3, Javascript, PHP, WordPress, Drupal, Expression Engine, Coda.

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## WORK HISTORY

COMPANY Jozi Firecracker Factory LLC  
POSITION Principal / Creative Director  
LOCATION Seattle WA  
DATES 05/2009 - Present  
CLIENTS Microsoft, Warner Bros

**ABOUT /** Founded in 2009 to provide design and creative services to agencies, developers and corporate clients in the US and around the world.

**ROLE /** Perform freelance consulting services and lead a team of specialists in the design, development and implementation of brand and digital campaigns for multinational clients.

**HIGHLIGHTS /** Landed retainers with international clients within the first two weeks of starting operations. Clients have included Microsoft, Warner Bros, JP Morgan Chase & Continental AG.

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**COMPANY** The Mercury Group  
**POSITION** Creative Director  
**LOCATION** Seattle WA  
**DATES** 09/2008 - 05/2009  
**CLIENTS** AT&T, T. Boone Pickens

**ABOUT /** Public affairs firm providing advertising and communications to clients in support of their public policy objectives.

**ROLE /** Worked with a team of interactive designers, web developers, art directors and copywriters in the development of public policy campaigns.

**HIGHLIGHTS /** Launched a multi-million dollar campaign that raised public awareness of America's dependence on foreign oil. Recipient of several AAPC Awards for work on AT&T, Pickens Plan, City of Seattle.

**COMPANY** FCB / Foote, Cone & Belding  
**POSITION** Creative Group Head  
**LOCATION** Johannesburg, South Africa  
**DATES** 05/2005 - 07/2008  
**CLIENTS** Vodafone, Toyota, BMW

**ABOUT /** One of the world's largest global advertising agency networks, with annual billings in excess of \$10 billion. FCB Johannesburg is the 3rd top-performing agency in the group.

**ROLE /** Led a team of designers, developers, art directors and copywriters in the development of brand and product campaigns for global clients.

**HIGHLIGHTS /** Serviced FCB SA's most profitable account (Vodafone) with an annual advertising budget of \$100 million. Launched mobile broadband to the South African market, achieving in excess of 1.4 million subscribers in under 6 months. Spearheaded product development and marketing of the 46664 prepaid starter pack raising over \$44 million in revenue for the Nelson Mandela AIDS research initiative. Awarded the Grand Prix in the Sunday Times Marketing Excellence Awards two years in a row.

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WORK HISTORY PRIOR TO 2005 MAY BE REQUESTED AT  
MICHCASANOVA@GMAIL.COM

## AWARDS

**GRAND PRIX** / Sunday Times Marketing Excellence Awards, Vodacom “Yebo Feva” Campaign, Vodacom “Meerkat” Campaign.

**GOLD** / Sunday Times Marketing Excellence Awards, Vodacom “Yebo Feva” Campaign. Apex Awards, Vodacom “Blue Teeth” Campaign.

**SILVER** / Pollie Awards, Seattle Parks – Website, Seattle Parks – “Density”, Seattle Parks – “Seattle Needs Good Parks”, AT&T – “Engage”.

**CAMPAIGN OF THE YEAR** / Sunday Times Marketing Excellence Awards, Vodacom “Meerkat” Campaign. Pollie Awards, Pickens Plan.

**OTHER** / Pollie Awards, CUNA – “Shopping Bag” (Honorable Mention). Loerie Awards, RAID “Funeral” (Finalist), Joe Public, “Happy Meal” (Finalist). LIAA, Earth Summit, “Postage Stamps” (Finalist).

## EDUCATION

**BACHELORS** / BA Graphic Design, Design Centre SA, Affiliate Nottingham Trent University, UK

**CERTIFICATION** / Certificate in Website Development, Vega Brand Communications School

**BACHELORS** / B COM Marketing, University of South Africa (Incomplete)