

## Pete Maniscalco

Creative Director

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## Objective

Diversely skilled creative leader looking to elevate a team, energize a business and deliver growth through inspiration.

## Experience

### 04.2018 – Present // PowerScoppechio / Norwalk CT

#### Creative Director

Crafting ideas that sell by leveraging client resources, owned venture brands and an inspired creative team to producing their best work in all mediums. Executing thoughtfully and with purpose in print, digital, experiential, B2B, B2C, above and below the line and every space in between.

### 10.2012 – 04.2018 // Match Marketing Group / Norwalk CT

#### Senior Art Director

Provided insight based, creative solutions for consumer brands. Lead a team of talented creatives to build break out creative and content with award-winning results. Lead creative on multiple brands and pitches with work ranging from campaign, brand strategy, and experiential design.

### 02.2011 – 10.2012 // LWF Holdings / Avon CT

#### Graphic Designer

Designed and implemented marketing strategies for multiple small businesses. Coordinated and produced various projects; brochures, websites, branding, signs, blogs and digital advertising.

### 03.2011 – 10.2012 // Peckinpaugh Media / CT

Freelance video production and photography, post-production photo and video editing, web design, and developing other graphic assets.

## Education

University of Connecticut BFA in Communication Design 2010

Studies covered all varieties of print work, web design, motion graphics and installation graphics. Being part of a larger studio art program was invaluable in learning how to integrate concept and purpose in order to create meaningful work.

[Click here to view portfolio](#)

## Awards

2016 Event Marketer Gold: Best Pop-Up/Permanent Retail Activation

## Skills

Creative Leadership  
Integrated Campaign Development  
Art Direction  
Copy Direction  
Experiential Marketing  
Strategy  
Shopper Marketing  
Studio Production  
Digital Development

## Software

Adobe Suite, Microsoft Suite