

DAVID GONSALVES
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Professional Summary:

Accomplished Creative Director with over 20 years of experience in leading high-impact marketing campaigns and innovative content strategies for global brands. Proven track record in pioneering creative solutions and integrating technology with storytelling. Expert in driving brand growth and engagement through cross-functional team leadership. Most importantly, I am driven to develop diverse teams and foster talent that leads to transformative and innovative work. All that to say, I love what I do and I'm good at it.

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Professional Experience:

Founder & Creative Director | Dream Job Studios

- Established a creative agency to empower career and business development, using 20+ years of award-winning creative excellence.
- Led innovative projects like Pine House Kitchen and Bar and Native New Yorkers: A Pigeon Documentary, showcasing diverse storytelling and content promotion techniques.

Creative Director | Vayner Media

- Spearheaded Gary Vee's content model at Vayner Media, boosting sales and expanding client roster for brands like Pepsi Co and Mountain Dew during challenging market conditions.
- Led high-impact campaigns featuring iconic sports and entertainment figures, including NFL/NBA athletes like Travis Kelce, Sony Michel, Joel Embiid, Russel Westbrook, and celebrities like Cardi B, & Nicki Minaj, enhancing brand presence.
- Employed cross-functional collaboration and advanced social strategies, reinforcing market positions. Effectively adapted to remote leadership during the pandemic, maintaining team productivity and cohesion.

Creative Director | McCann Worldgroup

- Directed creative, strategy, and production teams, enhancing partner success through innovative content promotion and impactful experiences.
- Developed pioneering creative strategies and crafted compelling brand narratives for a diverse client portfolio.

Creative Director | Consultant | Producer

- Collaborated with top agencies (McCann, RGA, CP&B) and clients (Pizza Hut, Lions Gate Films, United Nations) on diverse creative projects.
- Fostered team talent and led cutting-edge creative processes, driving innovation and effective solutions.

Creative Director | Evolution Bureau

- Led the expansion and remote management of the creative department, launching and growing the Colorado branch from 3 to 30+ staff members in two years, while also overseeing the San Francisco office.
- Successfully secured major clients like JCPenney and Intel, demonstrating leadership in setting creative standards and fostering cross-functional team collaboration across multiple locations.

Associate Creative Director | Crispin Porter + Bogusky

- Progressed from Art Director to leadership roles, contributing to major campaigns like Best Buy's Twelforce.
- Played a pivotal role in CPB's rise as a digital industry leader, enhancing the agency's reputation in innovative and technology-driven advertising.

Education

The Art Institute of California, San Diego

Bachelor of Science in Graphic Design, Interactive Media, and Web Development,
The Art Institute of California, San Diego.

Certification in Prompt Engineering for ChatGPT

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I am deeply grateful for the opportunity to work and learn alongside incredibly talented individuals every day. Their dedication and creativity make our work not only successful but also enjoyable. It's the synergy of great teams and relentless hard work that makes everything we achieve possible. Being included and valued in this process is truly humbling.

Here are some moments of recognition for these collective efforts. However, the most significant measure of our success is the tangible results and growth we bring to the businesses we collaborate with.

awards:

- Clio - Pepsi - Silver + Bronze
- Webby - JCPenney - Best Use of Social
- Digiday - JCPenney - Best Social Product Launch
- Digiday - JCPenney - Best Social Creative
- Clio - JCPenney Social - Silver
- Interaction Awards - Bcycle - Optimizing
- MediaMind - PC Store - Smartest Ad Peoples Choice
- USA Today - Twelpforce - Innovative business idea of the year
- Cannes - Twelpforce - Titanium Grand Prix
- Cannes - Twelpforce - Bronze Cyber
- Cannes - Value Menu - Bronze Cyber
- Cannes - Value Menu - Bronze Promo
- LIA - Twelpforce - Gold Digital
- LIA - Twelpforce - Gold Grand LIA
- Clio - Twelpforce - Gold
- Clio - Value Menu - Silver
- One Show - Twelpforce - Silver
- One Show - Value Menu - Silver
- Andy Awards - Twelpforce - Gold
- Womma Awards - Twelpforce - Grand Prix
- Womma Awards - Twelpforce - Gold
- Art Directors Club - Value Menu - Bronze
- Art Directors Club - Flower Patch - Silver
- D&AD - Value Menu - In Book
- Creativity - Twelpforce - Top 10 Digital Ideas
- Kelly Award - Gap Holiday Cheer Print - Best Print
- Obies - Gap Outdoor Billboard - Gold
- Communication Arts - United Nations Posters
- Step Design 100 - The Hunger Project
- Graphis New Talent - Red Rocket Records - Gold
- Graphis New Talent - The Hunger Project - Gold, Top 10 special feature
- Graphis New Talent - Hitchcock Film Festival - Gold
- CMYK 38 - 0 Calorie Diet Doctor Pepper
- SAPPI Ideas that Matter - CLEAN PB \$13,000 Grant.
- Applied Arts - Flower Patch
- Applied Arts - Red Rocket Records
- Applied Arts - The Hunger Project
- ADDY - Red Rocket Records - Gold
- ADDY - Beatles LOVE Vegas - Silver, Peoples choice
- ADDY - 2007 | - The Hunger Project - Gold, Peoples choice, Judges choice