

Mike Fusello

185 21st Avenue San Francisco 94121 415 541-5680

Hello,

I'm an advertising creative director/art director/copywriter in San Francisco. As a freelancer I've worn several of these hats, sometimes all at once, depending on the size and scope of the project.

But my main focus is creative direction and copywriting.

I have years of experience working for both ad agencies and directly with companies. I've helped all types of businesses establish strong brand identities and personalities, developing fun creative ways to help them communicate with their target audience.

No matter what the project, my main focus is always the same: to come up with fresh, fun, creative ideas that help the client stand out from the competition.

I've worked in all types of media: websites, print ad campaigns, tv and radio spots, email messaging, logo design, billboards, banners ads, landing pages – whatever is needed to get the message out in unique and intriguing ways.

I'd love to do the same for you! To see some samples of my work, please go to: www.gomonk.com
All work shown is both my own copywriting and art direction.

I'd love the opportunity to contribute to the work being done there.

Thanks!

mike

Mike Fusello
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www.gomonk.com

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Advertising Creative

Hands-on Creative Direction, Art Direction, Copywriting

Mike Fusello Creative (freelance creative work) – San Francisco
1996 to present

Intuit: Quicken & QuickBooks R.R.Donnelley Shure Microphones
Perpetual Recycling Burning Man Organization Vayama travel
Cryo video games Kaiser Permanente Faultline Brewing Company
Hint Water World Savings Bank Arrowhead Spring Water etc. etc.

Ogilvy & Mather – Chicago
1990 to 1996

Sears: corporate, lawn & garden, home electronics
Simplese and NutraSweet

Della Femina – Chicago
1986 to 1990

Jensen Car Stereos W.W.Grainger: corporate, industrial
Advent Speakers Playboy Fashions

University of Illinois
San Jose State University
University of California
Graphic Design/Marketing

Awards include Athena, San Francisco Show, Addy, Murphy, Obie,
Print Design Annual, Tellies, New York Festival of Advertising, etc.

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- Award-winning creative work
- Fun, fresh, upbeat (and on-target) creative solutions
- Enjoys working with a team or individually; freelance or on-staff
- Experience leading creative teams
- Gets along well with clients
- Likeable hardworking reliable creative professional ready to jump in
- No project too big or too small

- www.gomonk.com go see!