

# **Mike Fusello**

concepts

creative direction

art direction

copywriting

[www.gomonk.com](http://www.gomonk.com)

[mikefusellocreative@gmail.com](mailto:mikefusellocreative@gmail.com)

415 541-5680

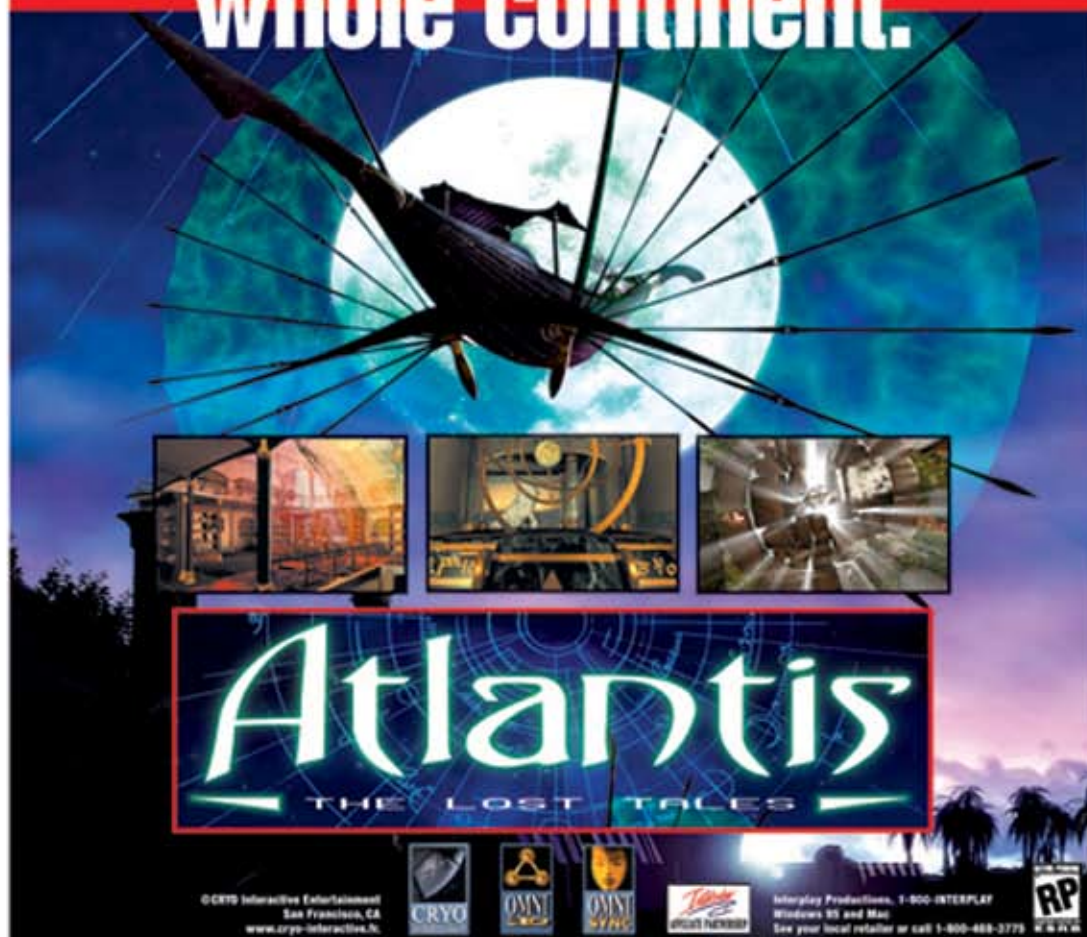
## **samples**

this is a quick sampler  
of my creative work

a lot more can be found at  
[www.gomonk.com](http://www.gomonk.com)

please take a look!

**Some people lose  
their car keys.  
These people lost a  
whole continent.**



**Uncover the mysteries of an advanced civilization in this epic game of adventure.  
Breathtaking visuals. Exotic locations. Plot twists and intrigue. All to be found in Atlantis.**

# This is a plug for Palo Alto Utilities.

For low rates and great service, there's no better choice for your electricity than the folks who have been bringing you low rates and great service for almost 100 years.



CITY OF PALO ALTO  
UTILITIES

**NAME  
ONE OF THE  
HIDDEN  
TREASURES  
IN  
PALO ALTO.**



**THE PALO ALTO ART CENTER**

world-class art exhibitions, classes, cinema, gifts and more  
found at newell and embarcadero

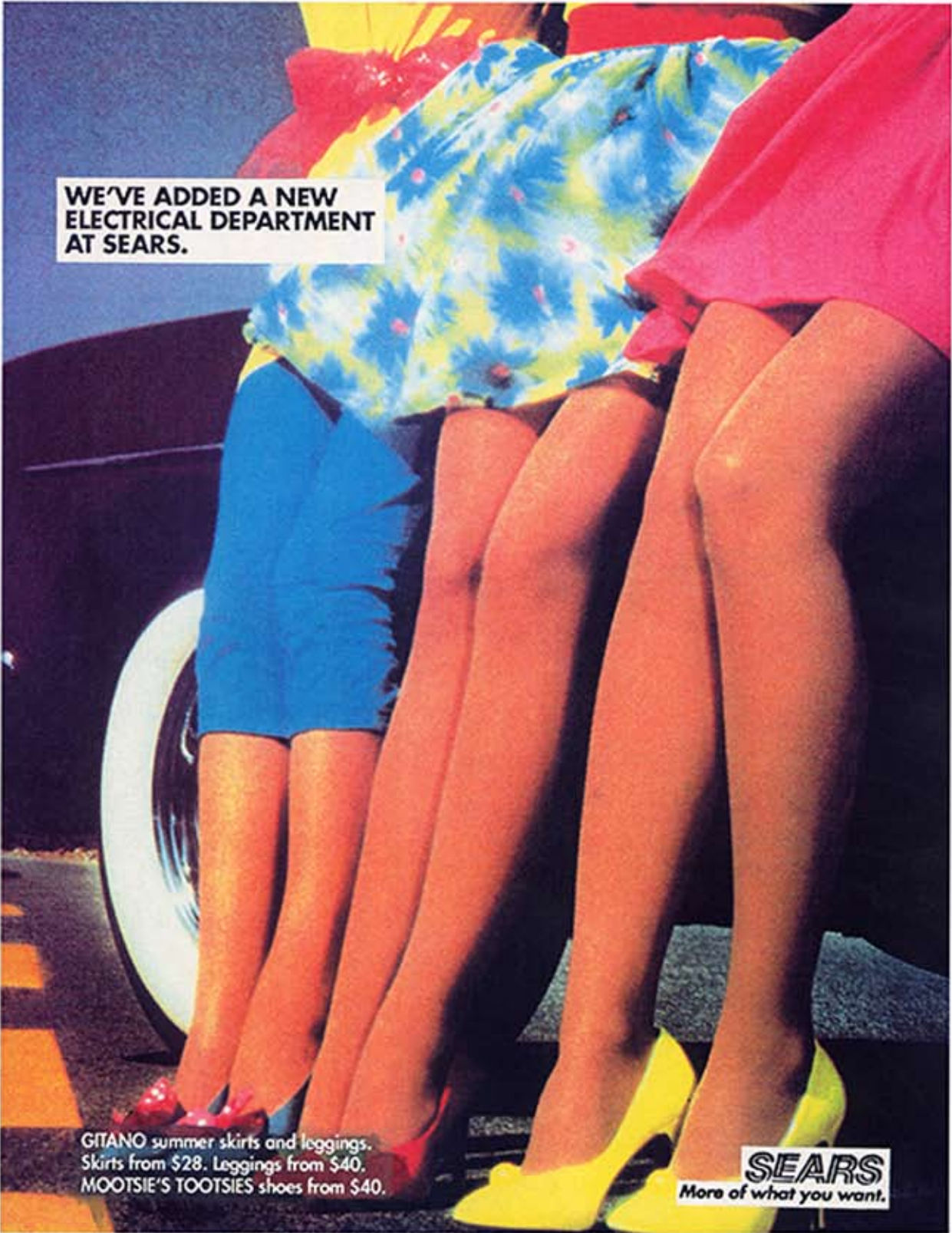


**WHAT  
MAKES  
PALO ALTO  
A GREAT  
CITY?**



**THE PALO ALTO ART CENTER**

world-class art exhibitions, classes, cinema, gifts and more  
at newell and embarcadero

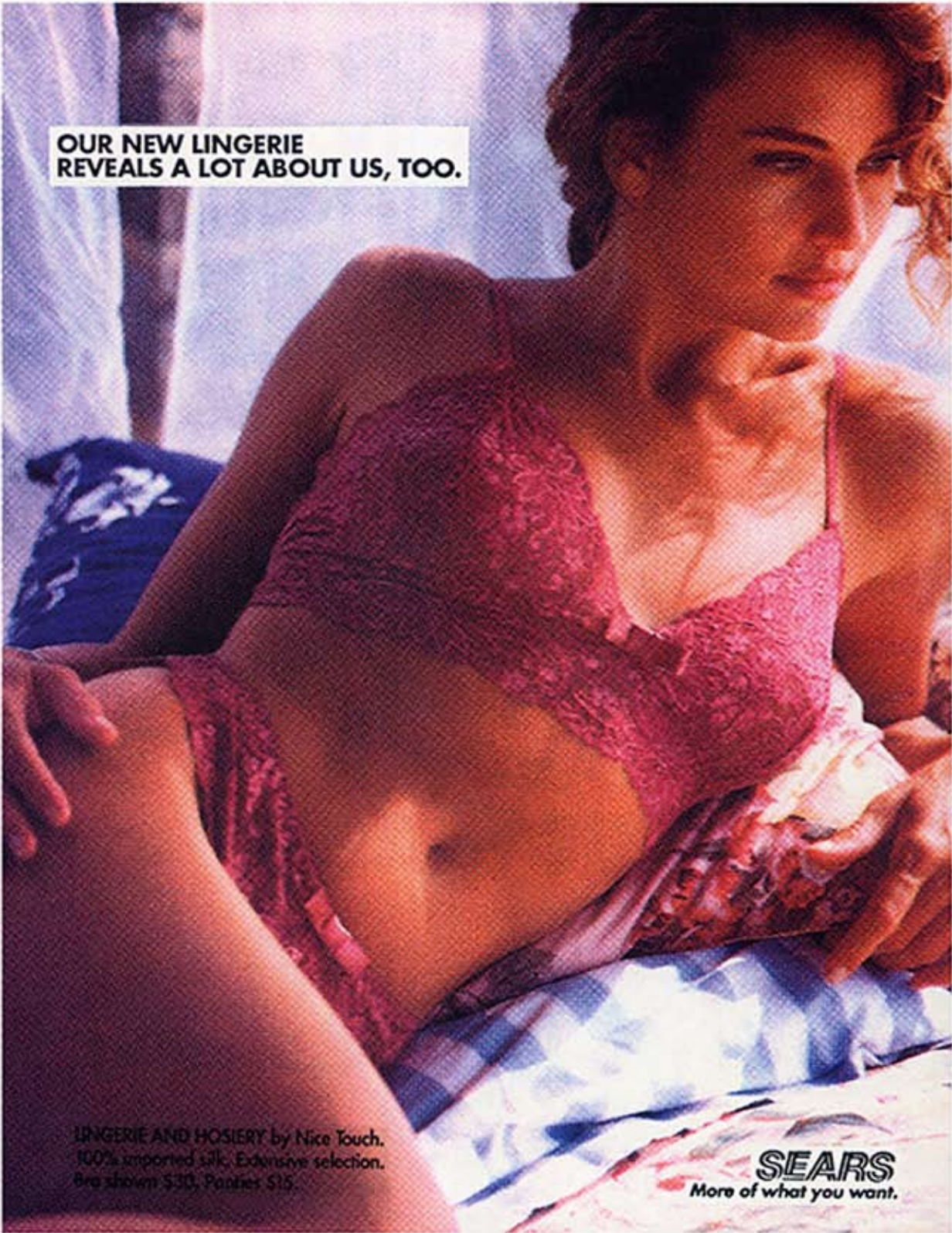


WE'VE ADDED A NEW  
ELECTRICAL DEPARTMENT  
AT SEARS.

GITANO summer skirts and leggings.  
Skirts from \$28. Leggings from \$40.  
MOOTSIE'S TOOTSIES shoes from \$40.

**SEARS**  
More of what you want.



A woman with curly hair is lying on a bed, wearing a red lace bra and patterned underwear. She is looking down and to the side. The background is a soft-focus view of a window with sheer curtains.

OUR NEW LINGERIE  
REVEALS A LOT ABOUT US, TOO.

LINGERIE AND HOSIERY by Nice Touch.  
100% imported silk. Exclusive selection.  
Bra shown \$30. Panties \$15.

**SEARS**  
More of what you want.



**Y**ou may have noticed there's a lot of new construction going on in downtown Redwood City – with new theaters, cafes, museums, and an exciting new nightlife coming very soon.

What's going on here?

This downtown renaissance is one great example of the new energy you'll find in Redwood City today. And this is just the beginning! This city is about to explode, and there are some very good reasons for this economic and cultural rebirth.

- A new let's-get-it-done business-friendly attitude. With streamlined permitting processes and flexible zoning.
- More than 15.5 million square feet of retail and commercial space. At some of the most favorable rates on the Peninsula.
- The extraordinary high number of venture capital firms, developers and entrepreneurs investing here, fueling this economic boom.
- Great transportation access, being located midway between San Francisco and San Jose. With the new Caltrain baby-bullet stopping right downtown.

It's no wonder Forbes Magazine ranked Redwood City as the fifth best place to get rich in the United States in 2004.

As with most hot opportunities, the time to get involved is before the whole world catches on. And with Redwood City, that time is now. Call Susan Moeller, Redwood City's Redevelopment Manager, at 650 780-7290, or visit [www.redwoodcitynow.com](http://www.redwoodcitynow.com)

You'll soon be creating some sparks of your own.



**CAUTION:  
SPARKS  
WILL  
SOON BE  
FLYING.**





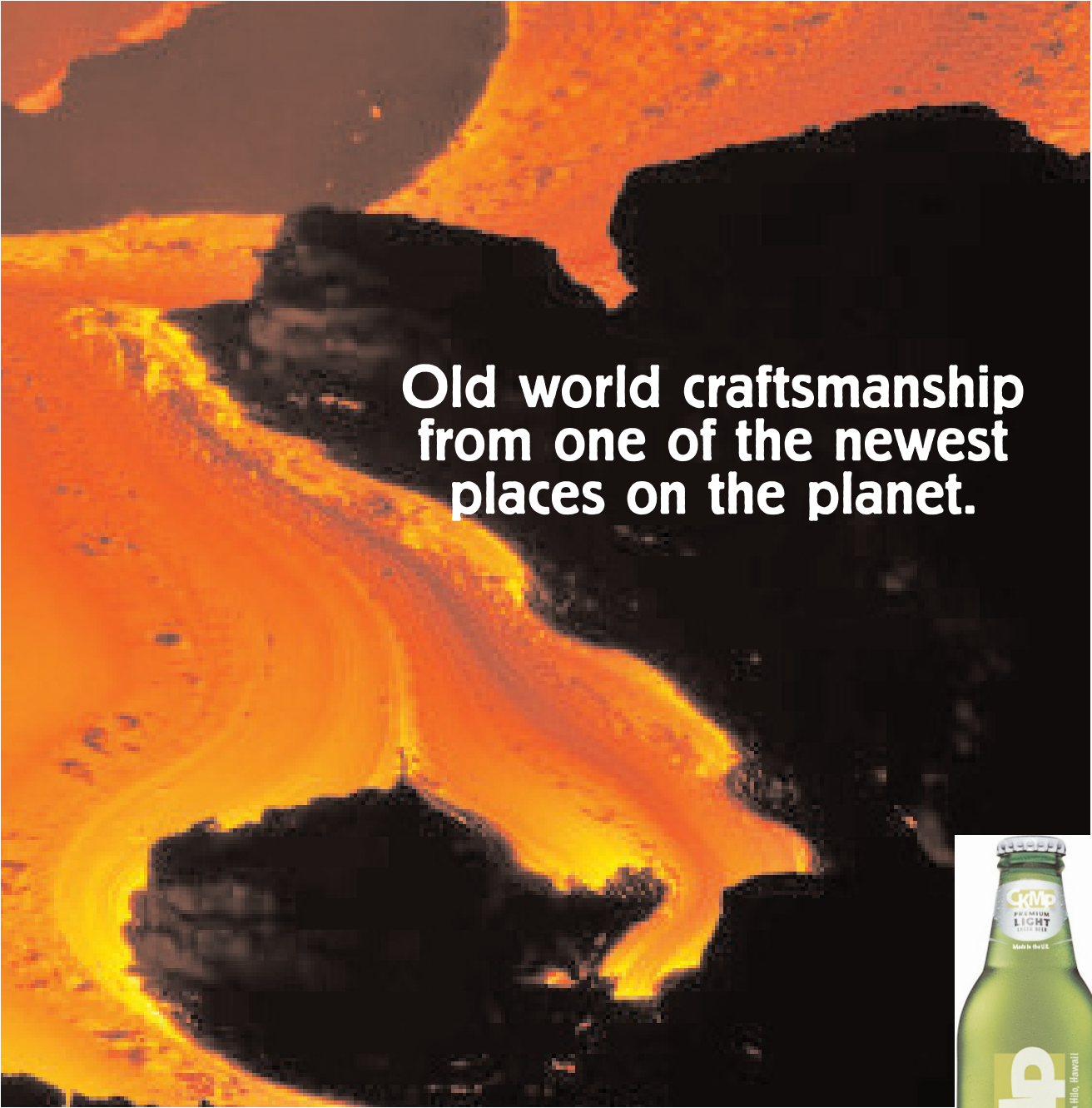


From a place where  
the fire gods hang with  
the beer gods.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

**Hawaii's finest beer.**  
**Now flowing on the mainland.**





**Old world craftsmanship  
from one of the newest  
places on the planet.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

**Hawaii's finest beer.  
Now flowing on the mainland.**







*Black Mountain Spring Water was getting involved in local soccer programs.  
This logo was developed to promote this.*



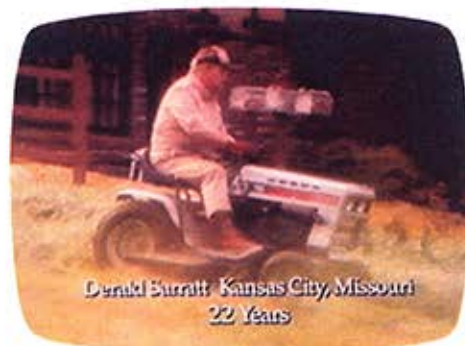
1. (MUSIC UP AND UNDER)



2. AVO: We hear about Craftsman lawn tractor owners all the time...



3. ...whose tractors are still going strong,...



4. ...even after 22 years. We're not surprised.



5. We built them to last. Just like we build them today.



6. That's why there are more Craftsman lawn tractors on the job...



7. ...than any other brand.



8. And we know that, when Craftsman owners are finally ready to get a new tractor...



9. ...they'll get another Craftsman...



10. The only question is... When?



11. (MUSIC UP AND OUT)

**thanks!**



## **Mike Fusello**

185 21st Avenue San Francisco 94121 415 541-5680

### **Advertising Creative**

Hands-on Creative Direction, Art Direction, Copywriting

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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.

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Ogilvy & Mather – Chicago  
1990 to 1996

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

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Della Femina – Chicago  
1986 to 1990

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

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

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

**Mike Fusello**

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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](http://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](http://www.gomonk.com)

**Mike Fusello**

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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](http://www.gomonk.com) go see!



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