

# MAURIZIO GRAMMATICO

VP Associate Creative Director Art Director

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## WHAT I DO

Foster brands through culturally resonant, insight-driven creative. Elevate craft. Sell big ideas.

Lead projects from concept through production, partnering with producers, directors, editors, animators, VO talent, and post-production teams to bring ideas to life.

Guide cross-functional and inter-agency teams to ensure consistency in campaign messaging and brand voice, while shaping the overall look, tone, and feel of the work.

## SKILLS

- Conceptual Thinking
- Campaign Building
- Creative Strategy
- Brand Identity
- Art Direction
- Photoshop / Illustrator / InDesign
- Google Suite: Docs / Slides / Sheets
- Microsoft Suite: Word / Excel / PowerPoint
- AI image generation ( mid journey / chatgpt / Firefly / Gemini )

## EDUCATION

Montclair State University  
BA Studio Arts • 2006

## EXPERIENCE

### VP ASSOCIATE CREATIVE DIRECTOR ART DIRECTOR

SAATCHI NY • 2018- 2025

Pampers, Cascade, Dawn, Bank of America, ZzzQuil, NyQuil/DayQuil, Pepto Bismol, Metamucil, Align, VapoRub, Vicks VapoCOOL, Sinex, Always

### ASSOCIATE CREATIVE DIRECTOR ART DIRECTOR

PUBLICIS • 2016 - 2018

Hot Pockets, Nestea, Similac, Citi, Ensure, Align, Coffee mate, NyQuil/DayQuil, Metamucil, VapoRub

### SENIOR ART DIRECTOR

PUBLICIS • 2014 - 2016

Similac, PediaSure, Ensure, Glucerna, Hot Pockets, Nestea, Daisy Sour Cream

### SENIOR ART DIRECTOR

GREY NY • 2012 - 2014

Febreze, Fresh and Sexy Intimate Wipes, Prep H, AARP, Dulcolax, Playtex Infant

### ART DIRECTOR

GREY NY • 2008 - 2012

Hawaiian Tropic, Sargento Cheese, Pringles, Nature's Pride, Hess, Crisco Olive Oil, PSAs, Banana Boat, Pringles, Post-It, Scotch Brite, Crown Royal, Ketel One, E-Trade, Advil

### CREATIVE COORDINATOR

GREY NY • 2007 - 2008

### FREELANCE GRAPHIC DESIGNER

SELF EMPLOYED • 2006 - 2007