

# DAN CORDELLA

## **CommCreative, Framingham, MA** *April '23 - Present* **Creative Director**

- Led creative for Bose Automotive, Carpet One and Flooring America.
- Developed brand voice and guidelines for Wilmington Trust.
- Oversaw copywriting team and development of creative team.

## **AmeriSave, Remote** *Feb '22 - Mar '23* **Sr. Creative Director**

- Established brand voice and creative guidelines to increase awareness, brand favorability and market position.
- Successfully managed relationships with partner agencies and oversaw development of all social, blog, website, and video content.

## **Digitas, Boston, MA** *May '11 - Feb '22* **Vice President / Director, Creative + Content**

- Helped lead winning pitch for Bank of America the largest in network. Pitched and won Lenovo, Optum Health, Dunkin', and CVS.
- Oversaw Clio award-winning efforts for Publicis' GroupeConnect re-brand that used AI to create over 62 million unique personal logos.
- Managed high-profile creative for Bank of America consumer and Merrill Edge accounts including "Power to" cross-channel campaign, CVS "CarePass" national product launch, Lenovo's "Tech Hard" social-first campaign, and more.

## **Associate Creative Director / Sr. Copywriter**

- Created "Friends Again" national ad campaign and content partnership, one of Bank of America's most financially successful and highly-awarded marketing efforts.
- Oversaw partnership with Vice Media to develop "Business of Life" TV series, online content, and promotional campaign.
- Helped lead the launch of Goodyear's e-Commerce platform, the first-ever direct-to-consumer retail site by a tire manufacturer.
- Created Puma International football campaign, Bank of America "Deal Hall of Fame" online video series, and Optum Health brand re-launch.

## **TBWA\Chiat\Day, New York, NY** *May '09 - May '11* **Sr. Copywriter**

- Created the Team Michelin Tire Tool, a first-of-its-kind digital tire education experience using world-renowned auto experts.
- Helped lead the Nissan "Journey-to-Zero" constant communications effort with hourly posts, videos, and interviews on social platforms.
- Developed ABSOLUT BOSTON ad and social campaign, their most successful city flavor product launch.

## **Agency.com, New York, NY** *Sep '05 - May '09* **Copywriter / Social Media Practice Lead**

- Created Snickers "VIP Like Me with Michael Strahan" video series, Meaty Bone online arcade game, and Skittles "Mix the Rainbow" app.
- Led award-winning redesign of Skittles' "site-less" brand website.

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Senior creative professional with over 20 years of experience producing campaigns and content for global brands.



**CLIO, Bronze**  
**Effie, Bronze**

**Communication Arts, Shortlist**  
**Art Directors Club, Shortlist**  
**FCS, Best of Show**  
**Shorty Awards, Gold**  
**John Caples Awards, Silver**  
**IAC, Best of Show**  
**Webby Awards**  
**Hatch**



**Wheaton College**  
Norton, MA  
BA Political Science

**School of Visual Arts**  
New York, NY  
Advertising portfolio work