

Carole Weitz

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Ingredient Advertising 2010

Creative Director

- Strategy, branding, marketing, design, e-commerce and new business development.

HNW New York 2007-2009

Senior Vice President, Group Creative Director 2007-2009

- Manage all off-line and on-line marketing, e-commerce, collateral, branding creative for Lord Abbett, Morgan Stanley, Lincoln Financial, Schwabb, Sotheby's, Zegna, David Yurman Collections, BoA Merrill Lynch, Prudential and the re branding of HNW.

Carole Weitz & Associates 2005-2007

- Design, strategy, branding, e-commerce, for Centra Marketing, Old Westbury, NY- Gallo Wines.

Draft New York 1998-2005

Executive Vice President, Executive Creative Director

- Managed creative for United Healthcare/AARP, Verizon Wireless and Hewlett Packard.
- Involved in all strategy, creative output for usp's based on prime prospect research and brand essence.
- Worldwide design director for all Draft, ID Media and Interpublic corporate identity

Ammirati Puris Lintas 1995-1998

Executive Vice President, Executive Managing Director

- Responsible for the first successful design, direct marketing department for APL.
- Managed all Compaq Computer Corporation integrated work, Ameritech, GMC On Star, UPS and Johnson & Johnson feminine hygiene products.
- Developed turnkey studio and operating unit for 30+ Compaq catalogs, off and online.
- Responsible for DM off and online production department.

Ogilvy & Mather Direct 1979-1995

Senior Partner, Creative Director

- Created award-winning creative communications for House of Seagram, Lever Brothers, American Express Corporate Card, Green Card and The American Express Member Rewards Program.
- Responsible for the integrated launch of Avon for You, Dow brands and Jaguar pre-owned marketing.

Industry Involvement

- Ongoing judge of The Caples Awards, The FSC awards and the Direct Marketing Association Echoes.
- Participant in Direct Magazine Roundtable Forum "Hot Creatives".
- Guest Instructor at FIT "How to put Strategy and design and create the best Marketing".
- Board Member of Carnegie Mellon's DaVinci Effect, recruitment and fund raising.
- Speaker at the DMA, Creative Weekend Workshops.
- Trainer in Behavior Path Marketing and brand Trends, a proprietary tool for Draft World Wide.

Awards:

Caples, FCS, Echoes, The One Show, AIGA, The Society of Illustrators and ICON awards.

Education:

Carnegie Mellon University, Pittsburgh PA

Fun Facts:

100 year old Cotswald Cottage, two children, four dogs, one cat and mini cooper mad.