

# John Mazarella

Creative Leader | Client Partnerships • Brand & Experiential

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## EXECUTIVE SUMMARY

Client-facing creative leader with 10+ years in advertising and marketing who partners with executives, HNW stakeholders, and cross-functional teams to plan, sell, and deliver campaigns and live experiences that move the needle. Blends agency rigor (BBDO/Omnicom; EGC Group) with hands-on production savvy (photo/video, scenic, events) to ship on time, on budget, and on brand. Known for calm stewardship, sharp briefs, clear creative direction, and measurable business outcomes.

**Value themes:** client trust & growth • strategic concepting • creative ops & resourcing • budgets & vendor management • B2B summits & conferences • integrated campaigns • experiential/theatrical production • stakeholder alignment • quality bar & craft

## CORE CAPABILITIES

- Client Partnerships & Account Collaboration
- Creative Direction & Brand Storytelling (digital, social, OOH, print, video)
- Experiential & Events (B2B summits, dealer meetings, launches; run-of-show & production)
- Project/Program Management (scope, timelines, risk, dependencies)
- Team Leadership (mentoring designers, directing freelancers, crew & vendors)
- Budgeting & Procurement (estimates, bids, cost control)
- Production (photo/video shoots, sets, scenic, stagecraft, post)
- Tools: Adobe CC, Figma, Keynote/PowerPoint, Google Workspace, Asana, Slack

## AWARDS & CAREER HIGHLIGHTS

- Won multiple Telly Awards for “Jo from Jovia” creative and video series
- Illustrator and published a children’s book for the Juvenile Diabetes Research Foundation
- Concepted and developed the Characters “Nad & Tad” for mens testicular cancer awareness campaign and won multiple advertising and pro-bono awards
- Directed Long Island premiere of A Bronx Tale reviewed by Chazz Palminteri
- Produced and managed multiple high-capacity theatre events and fundraisers

## SELECTED BUSINESS IMPACT

- **Deepened client trust** as day-to-day creative lead across multiple accounts; partnered with account directors to proactively roadmap campaigns and presentations that retained and expanded scopes.
- **Delivered B2B event programs** (e.g., annual dealer/partner summits) for Brother Sews USA and Sterling Optical, aligning brand storytelling, stage design, and content; results included stronger partner engagement and repeat annual programs.
- **Drove performance for retail & financial services** (e.g., Jovia Financial) by translating business needs into clear briefs and integrated creative that improved campaign clarity and consistency across channels.
- **Optimized production costs & speed** by designing modular scenic packages and in-house set solutions for shoots and stages, reducing build time and vendor spend while elevating craft quality.

## PROFESSIONAL EXPERIENCE

### EGC Group

**Senior Art Director / Creative Lead**

**March 2019 - Present**

- Owned creative workstreams from intake through delivery across key accounts; primary client-facing partner with Account and Strategy.
- Built integrated concepts and campaign systems for paid/owned/earned, social video, and OOH; presented to C-suite and marketing leadership.
- Scoped projects, built schedules, resourced designers/freelancers, and managed external partners; protected budgets and timelines.
- Led and produced photo/video shoots; directed talent, stylists, and crews to achieve on-brand assets under tight windows.
- Brother Sews USA (B2B): supported annual dealer/education summits with keynote decks, stage branding, and content packages; developed retail/educator toolkits.
- Sterling Optical (B2B/Retail): created network-wide retail campaigns and partner materials; supported corporate meetings and presentations.
- Jovia Financial: delivered brand campaigns, branch launch materials, and performance-oriented social; collaborated with analytics to optimize creative.

### Patients & Purpose, – Omnicom Health Group

**Art Director - May 2017 - March 2019**

**Creative Director Executive Assistant - May 2016 - April 2017**

- Partnered with copy, strategy, and medical to concept and execute healthcare campaigns (including Pfizer).
- Developed the Characters “Nad & Tad” for mens testicular cancer awareness campaign
- Directed full creative relaunch for Vertex GPS: branding, logo, web, and campaign imagery
- Navigated rigorous MLR review and complex stakeholder networks; maintained quality through versioning and approvals.
- Supported creative director on branding pitches and new business initiatives.
- Managed travel and creative team logistics for events and conferences
- Developed internal creative events, keynote decks, and sizzle reels with the ability to manage heavy workload

### BBDO Worldwide

**Creative Intern | Freelance**

**May 2015 - September 2015**

### CM Performing Arts Center

**Creative Lead & Resident Production Designer**

**Freelance Capacity**

- Drove the look, feel, and technical execution for productions and special events; supervised scenic builds and paint, lighting looks, and show branding.
- Wrote and developed successful Cabarets, Fundraising Events, Event Strategy and Long Premieres that turned around record breaking profits
- Managed budgets, procurement, and crews; upheld safety and schedule discipline during load-in.