

# John Cornette

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## Objective

Create branded communications that raise awareness and initiate meaningful interactions both online and off.

## Experience

### BBDO, New York

**VP, Creative Director**, December 2010 - Present

- Created TV and digital executions for Mountain Dew's "It's Different on the Mountain" campaign.
- Concepted and produced various executions for GE (iPad, iAd, TV, Print, Rich Media).

### BBDO, New York

**Associate Creative Director**, January 2010 – December 2010

- Concepted and produced various executions for GE (iPad, iAd, TV, Print, Rich Media).
- Created a series of iPad ads for the first digital issue of Wired magazine.

### JWT, New York

**Art Director**, February 2008 – January 2010

- Concepted, designed, and oversaw digital production for award winning Debeers Unbreakable Kiss campaign (holiday 2008).
- Led the interactive development on new business pitches for Jose Cuervo and Microsoft.
- Worked with traditional creative teams on integrated work for Rolex and Macy's.

### R/GA, New York

**Art Director**, May 2005 – February 2008

- Led a large team of designers and developers in the creation of large scale projects in Flash, DHTML, and HTML
- Collaborated on various new business pitches including Subaru and HBO
- Redesigned verizon.com and worked to establish global standards
- Designed complete standardized Verizon Wireless cellular interface
- Developed and visually designed Flashlite 2.0 menu systems for cellular devices

### DiMassimo Brand Advertising, New York

**Interactive Director**, August 2004 – May 2005

- Lead the design and development for multiple sites including Joseph Abboud Clothing, and the DiMassimo corporate site
- Directed and produced promotional videos for Fairmont Hotels & The Plaza Hotel
- Created and managed maintenance plan for major brands; including tracking web metrics, store locator, and user response postings

## Education

University of Central Florida  
Bachelor of Fine Arts, 2002  
Pasadena City College, Pasadena, CA

## Qualifications

Photoshop, Illustrator, InDesign, Flash, AS2, Dreamweaver, Final Cut Pro

## Awards

- Gold Pencil - One Show Interactive 2009 - Integrated
- Merit - One Show 2009 - Integrated Branding
- Bronze - Cannes Cyber Lions 2009 - Websites & Microsites
- Bronze - Cannes Lions 2009 - Ambient Media
- Bronze - CLIO Awards 2009 - Content & Contact
- Shortlist - Cannes Lions 2010 - Best New Product Launch