



GUIDO LAUDISA

| M. klvrguy@gmail.com | W. <https://www.klvr1.com> | C. 310.801.5672 | T. 310.843.0636
| 428 South Spalding Drive, Apt. B, Beverly Hills, CA 90212

Associate Creative Director with an International Marketing background, knowledge of emerging digital trends in affluent markets, and a proven track record in creative development and execution.

- + Ability to perform and interact efficiently in all professional environments
- + Strong analytical and conceptual skills, detail-oriented approach and problem-solving
- + Experience working remotely and on international projects
- + Awareness of how cultural differences can impact marketing strategies and implementation
- + Strong verbal/written communication skills and presentation techniques
- + Excellent technical knowledge in all areas of print, digital, and interactive media
- + Proven ability to direct groups and maintain focus in multi-task assignments



EXPERIENCE

Ethos Factory – Los Angeles, California / Rome, Italy | **Branding and Marketing Consultants**

04/05 — Present | **Owner/Principal**

- Branding and communications strategy advisor to Watershed (non-profit accelerator fund in Silicon Valley).
- Branding, corporate identity, and launch campaign consultant for Pasta Masseria Canestrello (Italian artisanal pasta brand).
- Online Marketing and Communications consultant at Terravino Partner (Italian wine importer and e-tailer).
- Responsible for the creation, implementation, and development of the Ethos Factory brand concept and positioning.
- Developed and implemented a business model and functional approach to create an online network for creative services.
- Established alliances with Europe-based consulting companies to collaborate on international marketing and branding programs.
- In charge of branding and communications projects for clients in several market segments in the US and in Europe.
- Developed brand strategy and marketing plans for both consumer and B2B products and services.
- Directed and produced several brand concept video sizzle pieces for companies and product launches.
- Designed and produced award winning publication for DMJM+HARRIS house-organ magazine "Legacy":
+ 20,000 copies distributed semesterly

AECOM – Los Angeles, California | **Engineering and Infrastructure Firm**

07/97 — 04/05 | **Art Director/Project Manager**

- Created and implemented new corporate communications standards for presentation, proposal, and display materials.
- Designed advertising pages, brochures, presentations and reports employed in both national and international marketing efforts.
- Produced several video presentations for inter-company use.
- Created new presentation standards and introduced a large-format polyester display system derived from outdoor graphics applications.
- Developed several corporate identity systems for joint venture projects.
- Designed and directed the production of the AECOM Annual Reports for FY 2000, 2001, 2002, and 2003:
+ 21,000 copies distributed annually
+ 2001 and 2002 annuals have won industry awards for design and execution
- Collaborated in the creation of both AECOM's Internet/Intranet sites to develop a flexible and cost-efficient global communication tool.
- Streamlined the production process for print materials, developed an online stationery ordering system serving all of AECOM's 100+ worldwide offices.

FLASH Studio – Rome, Italy | **Commercial digital photography and photo post-production**

10/94 — 11/96 | **Partner, Creative Director/Marketing Manager**

- Partner in one of the first 3 digital photography studios in Italy, introducing this new cost effective and time saving technology to the marketplace and industry.
- Responsible for the restructuring of a traditional photography studio into a cutting edge digital photography studio.
- Drafted and implemented a marketing/business plan for the commercialization of digital photography applied to still-life commercial photography.
+ Identified and implemented marketing strategy and guidelines to promote this new technology to current clients and to win new accounts.
+ Worked with key clients to optimize this new technology in order to understand which related services could represent a growth opportunity.
- Directed all photo assignments and all post-production work.



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GB Enigma Gianni Bulgari SA – Neuchâtel, Switzerland | **High-end watch and jewelry brand** 3/93 – 9/94 | **Marketing/Advertising Director**

- Conducted a comprehensive brand review to evaluate strengths and weaknesses of all product lines.
+ Identified key opportunities and potential growth factors to meet targeted objectives.
+ Drafted the brand identity guidelines to be implemented internationally.
- Collaborated with both domestic and international sales managers to create and implement tailored promotional programs for key retailers.
- Established an in-house advertising department to generate advertising campaigns, catalogues, packaging, and p.o.s. material.
- Developed and executed media strategies for the European markets and coordinated traffic of print-ready materials for all other markets.
- Created and implemented a co-op advertising manual and plan for both domestic and international markets.

FILA Sport Spa – Biella, Italy / New York City, USA | **Athletic sportswear** 3/92 – 3/93 | **International Advertising Consultant**

- Acted as U.S. liaison between the Italian parent company and its American subsidiary during the corporate restructuring of Fila USA Inc.
- Responsible for the repositioning of the FILA brand and execution of new Advertising campaigns both in the US and in Italy.
+ Conducted qualitative and quantitative market research on the current brand perception in the top ten U.S. markets.
+ Researched and selected an international advertising agency (Foote Cone and Belding) to serve U.S. and Italian markets.
+ Responsible for a \$12.5 million consumer and trade advertising budget.
+ Directed the development of advertising strategy “Fila: Change the Game” to reposition the brand worldwide.
+ Executive produced a 15-minute sizzle reel of Fila’s activities and brand positioning worldwide to be presented to investors during the IPO road show.
+ Directed promotions and co-op advertising campaigns with athletic footwear national retail chains such as Footlocker, Lady Footlocker, and Footaction.

Fazio & Maglione – Rome, Italy | **National advertising agency** 1/90 – 3/92 | **Art Director & Co-Creative Director**

- Created and developed advertising strategies, campaigns, packaging and p.o.s. materials for agency clients in the packaged goods, food, health and beauty, and services business sectors.

ETHOS FACTORY CLIENTS — Partial list

ANEW – Asset Network for Education Worldwide | **Brand identity, events graphics and presentations**
Back to Balance – Chiropractic Services | **Brand identity and Website**
Bioimmunizer – Dietary Supplements | **Brand identity study, stationery and presentation materials**
Bright Dental – Orthodontic practice | **Marketing strategy, branding and advertising**
Canvas Café San Francisco – Coffee Shop/Art Gallery Concept | **Brand identity, in-store graphics**
Com.It.Es – Governmental Outreach Organization for Italians Abroad | **Brand identity and Website**
Harman Kardon – Consumer Electronics | **Advertising pages for Asian market, trade show materials**
Hilton Group – Hospitality | **Display advertising campaigns**
Isolite Systems – Orthodontics | **Trade advertising campaign, trade show booth and promotional material**
iProspect – Digital Marketing Agency | **Brand identity, presentations, marketing materials**
Livzey Photography – Commercial Photography | **Brand identity, promotional materials, Website**
Los Angeles City College District – Community Colleges | **Brand identity, showroom graphics, special events materials, recycling initiative creative**
Los Angeles Business Travel Association – Trade Association | **Monthly newsletter, special events materials**
M3 Office – Office Furniture Retailer | **Advertising campaign, promotional material, in-store graphics**
Maserati USA – Automotive | **Print advertising campaign production and placement, special events material**
Masseria Canestrello – Food | **Brand identity, communications strategy, packaging, promotional materials, Website**
MEET ITALY Network – Professional Development and Networking Group | **Brand identity, events graphics and presentations**
Metro Goldwyn Mayer Consumer Products – Entertainment | **Merchandising concepts and designs, photo retouching and post-production services**
Pilgrim School – Education | **Brand identity, corporate communications, annual reports**



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Pragmatic Fund Management – Healthcare Innovation Investment Fund | **Brand identity and presentations**

Rebus Health Systems – Healthcare Technology Systems | **Brand identity and presentations**

Terravino Partners – Wine Importers | **Brand identity and Website**

Thalassa Capital – Investment Advisors | **Brand identity and Website**

US Renewables Group – Renewable Energy Investment Group | **Brand identity, stationery, presentations**

Watershed – Impact Investment Fund | **Brand identity, communications strategy, presentations**

ACADEMIC

Woodbury University – Los Angeles, California

9/83 – 7/87 | **B.S. Graphic Design with Business Administration Minor, Summa Cum Laude, Departmental Award of Excellence, National Dean's List**

IFOA University of Bari – Bari, Italy

7/94 – 11/96 | **Assistant Professor, lecturer and project coordinator for the Communications and Marketing departments**

AWARDS

RealComm – 2000 Digital Media Award “Digies” | **Award for the best use of Internet in Architecture and Design**

Printing Industries of America – 2001 Premier Print Awards | **Certificate of Merit for the 2000 AECOM Annual Report**

CWA – 2003 Marketing Communications Awards | **Honorable mention for the 2002 AECOM Annual Report**

CWA – 2005, 2006, 2007 Marketing Communications Awards | **Awards magazine category, for DMJM Harris Legacy magazine**

SKILLS

Computer skills: – Mac OS/Win | **Adobe:** CC Master Suite, QuarkXPress, iMovie, Final Cut Pro, Microsoft Office Suite, WordPress, Joomla, Wix, MailChimp, SurveyMonkey

Languages: English and Italian | **Fluent** French and Spanish | **Working Knowledge**

Immigration Status: Permanent U.S. Resident

REFERENCES

Provided on request