



# Vincent “Enzo” Cesario

## CREATIVE DIRECTOR / COPYWRITER

### Experience

#### Creative Director

##### The Good Kind of Crazy. (2018-Present)

- Masterminded the creative vision for an array of iconic Mattel brands, leading a dream team of designers, writers, art directors, and marketers to deliver audacious and effective ad solutions.
- Devised brand identities and marketing campaigns that spanned digital, social, influencer, and traditional channels, turning insights into irresistible creative concepts.
- Partnered with brand managers to decode their ambitions and audience quirks, translating them into campaigns that consistently surpassed expectations and delivered killer results.
- Oversaw storyboards, photo shoots, video productions, and digital rollouts, ensuring everything synced perfectly with brand guidelines and campaign goals.
- Groomed and inspired junior talent, fostering an environment of creativity, collaboration, and professional growth.

**Brands:** Apples-to-Apples, Cars, Cuutopia, Hot Wheels, Jurassic World, Kerplunk, Mario Kart, Marvel, Masters of the Universe, Matchbox, Minecraft, Minions, Monster Trucks, Pictionary, Polly Pocket, Scrabble, Star Wars, Teenage Mutant Ninja Turtles, Toy Story, UNO, Whac-a-Mole, WWE Action Figures.

#### Senior Copywriter

##### The Wonderful Company. (2013-2018)

- Crafted and rolled out integrated marketing campaigns across various channels, boosting brand recognition, engagement, and loyalty for a host of in-house brands.
- Worked hand-in-glove with art directors, designers, marketers, and brand managers to dream up and execute campaigns in line with brand objectives.
- Produced a smorgasbord of content—web copy, email campaigns, articles, social media posts, newsletters, product names, copy, and video scripts—all with a consistent brand voice.
- Juggled multiple projects, keeping everything on track and ensuring top-notch quality, even when the pace was frantic.

Brands included: Wonderful Pistachios, Wonderful Halos, Wonderful Almonds, POM Wonderful, Fiji Water, JUSTIN Vineyards & Winery, Landmark Vineyards.

#### Previous work experience:

- Wieden+Kennedy
- FCB
- Eleven Inc.
- DGWB
- Ayzenberg Group,
- The Bomb Factory

### CERTIFICATIONS

Member of the Directors Guild of America (DGA)

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### Summary:

Experienced and inventive Creative Director and Copywriter with 10+ years of expertise in weaving engaging stories and orchestrating 360° campaigns. Proven ability to amplify brand visibility, boost sales, and ignite creativity in dynamic team environments. Adept at staying ahead of trends and crafting trailblazing ideas that get noticed and move the needle for clients. Skilled in art direction, branding, campaign management, content development, copywriting, creative direction, cross-functional collaboration, design, email marketing, film and commercial directing, film editing, layout, market research & analysis, photography, photo retouching, production, project management, SEO, SEM, team leadership, and typography.

### Education:

**Art Center, College of Design.**  
BFA, Advertising.

**University of California at Irvine.**  
BFA, Studio Arts.

### Skills:

**Creative Software:** Adobe Creative Suite, Microsoft Office Suite, Google Docs, AI Tools

**Core Competencies:** Art Direction, Branding, Campaign Management, Content Development, Copywriting, Creative Direction, Cross-functional Collaboration, Design, Email Marketing, Film and Commercial Directing, Film Editing, Layout, Market Research & Analysis, Photography, Photo Retouching, Production, Project Management, SEO, SEM, Team Leadership, Typography