

# CAPARRO

CREATIVE DIRECTOR / ART & DESIGN

Multidisciplinary creative director with over two decades of experience creating successful campaigns for world-class brands across multiple industries. Experienced executive leader overseeing teams, managing production and interfacing with client-side leadership.

**2011 - 2020**

## **SILTANEN / CREATIVE DIRECTOR**

Developed multiple successful campaigns for Skechers helping the business grow 13-fold over the life of the relationship. The campaigns included television, print, digital and developing shoe identities. Highlights include creating the “Underdog” Super Bowl Spot, ranked #3 by USA Today and developing an entire shoe division; the Skechers Performance Division; the best-selling shoe division for the business.

Created brand communication for Wine.com, America’s largest online wine retailer. The campaign included television, print, packaging and digital marketing. The campaign delivered an immediate 15% boost in sales and had the highest ROAS (23:1) for any digital campaign to date.

Created Amazon Fire phone launch campaign; the highest ranked campaign for Amazon, at the time, on Ace Metrix.

Successful brand launch for Terasana Natural Skincare which included creative development for the entire product line, packaging, e-commerce website and complete digital & social presence.

Successful rebrand of Pei Wei Asian Kitchen which included a new identity, television campaign, in-store marketing, print, outdoor and complete digital and social presence. The campaign gave Pei Wei their first traffic increase in four years, rising 13%.

**2008 - 2010**

## **FREELANCE / SENIOR ART DIRECTOR & DESIGNER**

Developed creative campaigns for Bacardi, Carl’s Jr. Kia Motors, Mattel, Motorola, Anheuser, Michelob, Old Navy, Radio Shack for agencies like David & Goliath, Ogilvy, Deutsch and Peterson Milla Hooks.

**2005 - 2007**

## **HAMON & ASSOCIATES / SENIOR ART DIRECTOR**

Created several seasons of award-winning automotive brochures for Hyundai. The upscale design and execution of the brochures helped Hyundai lift revenues by 5% increasing global market share to 4.7%, a 10% increase from the year before.

Developed a comprehensive multi-channel campaign for the launch of The Century, a 42-floor architectural masterpiece, located in Century City. The campaign included print, digital, outdoor and video. When the property was complete, Candi Spelling purchased the two-story penthouse for 35 million.

Successful rebrand for the Port of Los Angeles, the largest port in the USA.

**1996 - 2000**

## **LAMBESIS / ART DIRECTOR & DESIGNER**

Created print, television, collateral and outdoor campaigns for Airwalk’s Skateboard, Snowboard and BMX divisions.

Successful rebrand for Peter Morton’s Hard Rock Casino & Hotel which included print, outdoor and several restaurant identities for the property.

**AWARDS**

Communication Arts, International Automobile Advertising Awards