

Lino Ribolla
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Creative leader with 15+ years of digital and integrated advertising experience, transforming creative output. Global expertise and international award-winning work for Fortune 100 brands. Proven ability to develop creative strategies, manage large creative organizations and lead new business pitches. Strong track record of innovation in the industry, blended with results-driven work.

ONLINE PORTFOLIO

<http://www.ribolla.com/portfolio>

AWARDS

Gold Lion Cannes, Grand Prix Revolution Awards, Addy Awards Best of Show, New York Festivals, The One Show, DMA Echo Awards, CASIE Awards, Webbys, British DMA, John Caples, MIXX, AdTech, Midas Awards

PROFESSIONAL EXPERIENCE

Primacy
New York, NY
Boston, MA
& Farmington, CT
Apr 2010 to present

Executive Creative Director & Managing Director, NY

Overall creative direction of all work across CT, NY and Boston offices (21 creative staff) for projects ranging from digital, TV, print and branding, plus responsibility for setting up and growing NY office. Active participation in entire agency management, including setting up strategic partnerships and rebranding, with active contribution to efforts leading to being the largest digital agency in CT and a Forrester Top 50. Present work can be seen at <http://www.theprimacy.com/work>

Main clients: Aetna, EmblemHealth, Cannondale, The Hartford, Cigna, VMWare, Otis Elevators, Zicam, Yale Law School, MIT, NYU Gallatin

Colangelo Synergy
Marketing
(Omnicom Network)
Darien, CT
Apr 2008 to May 2009

Chief Creative Director

Overall creative direction for all work of the office, with emphasis on integration of creative disciplines (Online, Offline and Packaging.) Strategic creative insight and direction for projects ranging from digital, TV, print, branding and packaging to experiential marketing. Structuring, management, mentoring and guidance of integrated creative department (45 creative staff.)

Main clients: Diageo (Guinness, Smirnoff, Cuervo, Johnnie Walker), Green&Black's, Kraft (Capri Sun, Kool-Aid), Unilever (Vaseline, Lever 2000), Church & Dwight (Trojan, Spin Brush, Arm & Hammer)

OgilvyOne NY
New York, NY
Oct 2005 to Apr 2008

Senior Partner, Creative Director

Creative direction of digital and integrated work for select Fortune 100 companies. Strategic creative insight and direction for projects ranging from integrated and online campaigns, TV, print, brand positioning, e-commerce websites, microsites, social media, viral and e-CRM. Structuring, management, mentoring and guidance of creative teams (15 creative staff.)

Main clients: Lenovo, Kraft (Maxwell House, Honey Bunches of Oats, BalanceBar) Unilever (Slim-Fast, Hellman's), American Express, DeLoitte&Touche, Marsh

Highlight: Creative direction for the new global presence for Lenovo

OgilvyOne UK
London, UK
Jun 2003 to Sep 2005

Executive Creative Director

Creative direction of all online, offline and integrated work of the office, encompassing local, European and Global projects for Fortune 100 companies. Strategic creative insight and direction for projects ranging from integrated and online campaigns, TV, print, e-commerce websites, microsites, brand positioning, DM and e-CRM programs. Active participation in entire office management. Structuring, management, mentoring and guidance of creative teams and integrated creative department (60 creative staff.)

Main clients: American Express, Ford, IBM, Cisco, BT, Unilever, Cancer Research UK

Highlights: Gold Lion at Cannes 2005 for Best Integrated Campaign - Cancer Research UK
Grand Prix Revolution Awards 2005 for Cisco Livecast Campaign
Re-design of the global AMEX International site.

Modem Media UK
London, UK
Jan 2002 to May 2003

Executive Creative Director

Overall creative direction of all digital work of the office for select UK and European-based Fortune 100 companies. Worked in the same capacity as previous job description.

Main clients: GM (Opel), HP, Philips, Unilever (Persil), Allianz Group, Deutsche Bank

Highlight: Creative direction for GM-Opel European site and online campaigns

Modem Media France
Paris, France
Apr 2001 to Jan 2002

Executive Creative Director

Overall creative direction of all digital work of the office for select Fortune 500 and French companies. Worked in the same capacity as previous job description.

Main clients: IBM, Wanadoo (France Telecom), Nexans

Highlight: Creative direction for all European IBM initiatives

Modem Media
Norwalk, CT
May 95 to Apr 2001

Creative Director

Creative direction and supervision of digital advertising and marketing solutions for Fortune 500 companies. Worked in the same capacity as previous job description.

Main clients: Philips, John Hancock, Unilever (Mentadent, Dove, Wisk, Lever 2000 and Caress), AT&T (Consumer and Brand), Intel, Compaq, Excite, Readers' Digest

Highlight: Creative Direction for the re-design of Philips global e-commerce B2C and B2B platform (US\$ 25MM budget) for a global catalog with over 1500 products. Led inter-office creative teams of 40 members in three offices: London, Munich and Norwalk, CT.

FIRSTS

First In-flight Interactive Advertising Campaign

IBM Wimbledon/Virgin Atlantic

Passengers in the New York-London Virgin flights had the ability to receive real-time SMS score updates on their Vcasts seat monitors.

<http://www.ribolla.com/portfolio/Site/ibmF.html>

First Interactive Livecast from an Online Media Campaign

Cisco SMB Security campaign

A live webcast to a banner allowed users to see and hear Cisco's chief security solutions officer address the subject in real time and send him questions to be answered live on the banner.

<http://www.ribolla.com/portfolio/Site/cscA.html>

JUDGING

New York Festivals, DoubleClick Insight Awards, Webbys, MITX, WebAwards

EDUCATION

New York, NY

Master of Fine Arts

Pratt Institute

Master's program on Computer Graphics

LANGUAGES

French (Fluent), **Portuguese** (Native), **Italian** (Conversational), **Spanish** (Conversational)

<http://www.linkedin.com/in/linoribolla>