

PATRICK F. CARELLA

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Website: <http://www.patcarella.com>

Creative Director/Copywriter

Seeking to continue my journey as advertising Creative Director, writer, mentor, and builder of businesses. I have also taught advertising classes and mentored Creatives, through my position as Creative Director and, more formally, through the DDB Launch Pad Talent Development Program. Many of these Art Directors and Copywriters have gone on to win Cannes Lions, One Show Pencils and other ad industry awards, and have moved onto very successful careers.

Professional Experience

Presently

Freelance Creative Director/Writer
Cult Health NYC, NY
FCB/Health NYC, NY
McCann Humancare NYC, NY
McCann Health Care NYC, NY

Nov 2014 to June 2016

VP, Creative Director
FCB Garfinkel - NYC, NY Amtrak, SeaWorld, Nivea

Oct 2003 to Nov 2014

Group Creative Director DDB NY - NYC, NY
Hertz, Empire City Casino, NYS Lottery, Lipton, Merck,
Exxon/Mobil, China Department of Commerce, Diet Pepsi,
Queens Museum

Oct 1996 to Oct 2003

Creative Director/Writer Moss/Dragoti - NYC, NY
Hertz Car Rental, The History Channel, CNN, Just Born Confections

Education

BFA, Communication Arts
New York Institute of Technology - Old Westbury, NY, USA