



Serge Machial Creative Director

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www.sergemachial.com

## OBJECTIVE

To consistently deliver thoughtful work through creativity, insight, and intuition.

## WORK

- 2017-2019 **ANSIRA DALLAS** VP, Creative Director responsible for a team of 27 creatives, studio artists, and proofers in a total of 3 departments: Creative, Studio, Proofing  
CLIENTS: Domino's, Lululemon, Chili's, Michael's, Avis, Bridgestone, Panera
- 2017 **FREELANCE DALLAS** Art/Creative Director concepting • brand direction • marketing  
INTEGGER • FIREHOUSE • MULTIVIEW  
CLIENTS: AT&T, Nothing Bundt Cakes
- 2016-2017 **REGUS/SPACES DALLAS** Creative Director concepting • brand direction • marketing  
Responsible for brand identity, creation of visual elements for internal and commercial usage
- 2013-2015 **DEVITO/VERDI NEW YORK** Art/Creative Director concepting • brand direction • marketing  
CLIENTS: Gold Toe, Sharp, VCU, University of Chicago Medical, Aerosoles
- 2009-2013 **FREELANCE NEW YORK**  
PUBLICIS GROUPE • DDB • BERLIN CAMERON • LEROY & CLARKSON • GERSON-LEHMAN GROUP • LOGAN  
TRANSLATION • DIGITAS • SCHEMATIC • NICE SHOES • EURO-RSCG • WILDCHILD • TEAM DETROIT  
CLIENTS: Alcon/CIBA, TWC, Samsung, Excedrin, USMC, Hilton Hotels, Vicks, Frigidaire, Glidden, Capitol One  
A & E Network, HighTable, Lincoln Motor Company, Jay Z, Budweiser, Loews Hotels, Marriot Hotels
- FREELANCE LOS ANGELES**  
LOGAN • SWAYSTUDIO • INNOCEAN  
CLIENTS: Lexus, Hyundai, GMC
- 2007-2009 **TEAM ONE LOS ANGELES** Senior Art Director concepting • brand direction • marketing  
Responsible for 360° campaigns incorporating interactive, traditional, OOH and marketing components for Lexus.
- 2006-2007 **MCCLAIN FINLON DENVER** Senior Art Director concepting • brand direction • marketing  
CLIENTS: Qwest, Johns Manville, Denver Zoo, Alta Colleges
- 1999-2005 **MERKLEY AND PARTNERS NEW YORK** Art Director concepting • brand direction • marketing  
CLIENTS: Fila, Glennfiddich, Smith Barney, Ferrero Rocher, Keds, Ad Council, Arby's, Lipitor, Mercedes-Benz

## EDUCATION

**THE HARTFORD ART SCHOOL** 1988-1992 Experimental Studio  
**SAN FRANCISCO STATE UNIVERSITY** 1992-1993 Extended Education. Multimedia Studies  
**ACADEMY OF ART COLLEGE** 1993-1994 Graphic Design

## AWARDS

2015 Graphis Advertising Annual VCU Print Campaign  
2015 Telly Award Best Humor "Big Baby" Client: CoCo's  
2015 Telly Award Restaurant "Big Baby" Client: CoCo's  
2015 Telly Award Best Campaign "Cheap" Client: Price Chopper  
2014 Telly Award Retail/Specialty "Cheap" Client: Price Chopper  
2014 Addy Award "Cheap" Client: Price Chopper  
2004 Ad Council Silver Bell. Best Integrated Campaign for "Monitor"

## SKILLS

Fluent in Portuguese and French. Excellent illustration, concepting, executional ability. Several years experience with all industry standard graphic apps such as Adobe Creative Suite. I'm an articulate communicator with a knack for intelligent thinking and innovative solutions. Excellent presentation and communication skills.