

CONTACT

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CORE COMPETENCIES

Creative Direction

Team Leadership

Art Direction

Copywriting

Film Direction

Editing

Production

Graphic Design

Social Media Marketing

Adobe Creative Suite

SELECT AWARDS

One Show

Clio

Promax

Addy

Art Directors Club

Creativity

AdWeek Best Spots

NY Festival

Print Design Annual

Effie

Mobius

Cynopsis Digital

Richmond Show

An award-winning creative director highly regarded for extensive experience delivering engaging marketing campaigns and communications for internal brand marketing teams, TV networks, and advertising agencies. Recognized as a creative leader with expertise in art direction, copywriting, live-action directing, production, and editing. Responsible for developing creative content for marketing campaigns including broadcast TV, social, digital, print, web, email (CRM), and radio across paid and organic platforms. Brings a collaborative spirit with a fresh perspective and innovative leadership to drive strategic goals.

KEY HIGHLIGHTS

- Assembled and led high-performance creative teams of writers, art directors, designers, producers, editors, and more.
- Pitched, ideated, wrote, and designed all tiers of marketing, advertising, OOH, direct, print, CRM, digital, web, and social.
- Launched NBCU's first crime and mystery network.
- Developed award-winning integrating brand marketing and network promotions leveraging numerous high-profile NBCU IPs.
- Designed and built 1st production A/V studio for Volvo Car USA

PROFESSIONAL EXPERIENCE

Creative Content Director | Volvo Car USA | 2020 – 2024

- Built Volvo Car USA's first internal creative production studio and sound stage from the ground up. Spearheaded its creation with a budget of \$500K+—designed 4 separate areas (audio recording, video production, photography, post-editing), and managed 3rd party vendors to complete the build-out on time and budget.
- Saved Volvo Car USA thousands by migrating productions to the in-house studio transforming into a Profit Center.
- Produced, directed, wrote and filmed videos for social, web, and digital content, live streams, executive leadership addresses, stand-ups, interviews, events, and vehicle walkarounds and provided still image collateral by photographing portraits, lifestyle, tabletop, and vehicles.
- Hired, led, and developed writers, designers, videographers, and editors to form Volvo USA's internal brand marketing creative team.
- Recognized as a hands-on leader, trusted by senior executives and stakeholders to help develop creative strategies and make final creative decisions.
- Owned full creative project lifecycle, including script development, storyboards, talent sourcing, stakeholder management, events, permitting, vehicle and prop sourcing, concept presentations, staffing production crew, directing and cinematography, editing, and post-production to deliver high production value spots in alignment with Volvo branding.

PROFESSIONAL EXPERIENCE CONTINUED

Creative Director | NBCUniversal | 2010 – 2019

- Served as Creative Director and live-action Director for USA and Syfy Networks, integrating brand marketing and network promotions across numerous high-profile IPs.
- Pitched, scripted, storyboarded, led creative direction, and live-action directed spots for top network advertising partners, including Burger King, CarMax, Dodge, Domino's, P&G, Snickers, Taco Bell, Universal Orlando Resorts, Xfinity, Disney, Fox, Lionsgate, STX, Warner Bros., Universal, Sony, and Paramount.
- Promoted *WWE Raw* and *Smackdown*, network TV's #1 live sports entertainment shows, delivering an average of 2.34M viewers weekly.
- Wrote and filmed profitable custom brand integrations with advertising partners and the WWE.
- Delivered successful on-air promotions as creative lead for USA originals *Suits*, *Chrisley Knows Best*, *Colony*, *Sirens*, *Rush*, *Summer Camp* and more boosting ratings and viewership awareness.
- Generated creative concepts and presented them to clients as part of the larger RFP process.
- Developed creative strategy for the launch of a new crime and mystery cable network for NBC, *CLOO*, as well as launch and brand spots, introducing the network to a wide audience and increasing viewership.
- Led teams of graphic and motion designers, animators, copywriters, project managers, directors, producers, editors, mixers, and colorists. Collaborated with 3D content, experiential, social, and digital teams.
- Collaborated to create visual network packaging, including graphic animations and show/movie promotions.
- Chosen as creative supervisor for Emmy-nominated *Talk Soup* (USA Network), playing a key role in building awareness and increasing audience by leading the guest selection process, interviews, and final edits.
- Generated new revenue from *Talk Soup* while delivering an authentic and entertaining Interstitial television show by brokering custom integrations and vignettes with Macy's, ACE Hardware, Paper Mate, Disney Resorts, and Milk-Bone.

Executive Creative Director | Break East Surf Apparel | 2009 – 2013

- Innovated a surf-inspired apparel brand that stood out in a saturated category through unique positioning.
- Created visual brand assets, including logo, labels, sales material, print, web design, photography, video, trade show exhibits, and in-store/pop-up designs, as well as naming, messaging, and marketing strategy.
- Established a strong presence in the fashion community, achieving media features in *Outside*, *Hamptons Magazine*, *Urban Daddy*, *Surfers Village*, and *Surf Collective NYC*.
- Partnered with the non-profit *Surf Rider Foundation* and contributed to *1% for the Planet* campaign.

ADDITIONAL EXPERIENCE

Vice President, Senior Art Director, McCann
Art Director, Saatchi & Saatchi

EDUCATION

University of Delaware *Bachelor of Science in Visual Communications*