



Brian Bacino ECD/Writer/Director

Integrated Communications Specialist: Social, Digital & Mass
Content Creator / Brand Strategist / Brand Steward / Video & Film Director
Writer / Creative Mentor / Brand Design Auteur / Idea Factory

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Make it different. Make it relevant. Make it engage.

Finding the magic intersection of a brand's authentic story and its relevance to popular culture is the key to creating engaging marketing communication. Bacino creates and reveals brand stories, combining visual nuance and a clever voice, that explode across social, digital, and mass media. He has created and championed award winning integrated campaigns for Levi's, Dockers, eBay, Skype, Cisco's WebEx, Oakland Raiders, Hilton Hotels, MTV, Fox Sports, Sega, Esurance and the San Francisco Giants.

Bacino began his career as an account executive at Lintas: NY working on Coca-Cola Classic, Johnson & Johnson's ACUVUE Disposable Contact Lenses, and the IBM PS2, giving him a unique perspective on creativity and strategy. This perspective served him well on retail oriented businesses like Taco Bell, Payless Shoes, Clorox and SC Johnson.

Today the Executive Creative Director/Writer/Director balances running his Creative Department, coaching CYO sports, and racing through the hills of Sausalito to attend his two daughters' basketball and gymnastic events. A balancing act indeed.

Timeline

Chief Creative Officer, Baker Street Advertising, San Francisco, Current

Bacino brings 20 years of award winning, category defying, advertising and marketing expertise to this unique advertising and marketing investigation firm. Named for Sherlock Holmes' legendary London office street address, we delight in the discovery of hidden truths that unlock your brand's future. We also have a passion for creating dramatic messaging that creates action for clients like the San Francisco Giants, the University of San Francisco, and the Northern California and Northwest Honda Dealers, all while being shot at by unsavory rivals as we leap from rooftop to rooftop in death defying chase sequences.

Executive Creative Director - Film Director, Duncan/Channon, San Francisco, 2011

Created new positioning and campaign direction - "Car Insurance for the Modern World" for Esurance Car Insurance, motivating a subsequent company purchase by Allstate. Led creative development for TV, Online, Branding, and Experiential Marketing for Esurance, and contributed to integrated campaigns for Hard Rock Cafe, Stub Hub, Blurb Books, Sega, Citrix Go To Meeting, Ritz Carlton, among others.

Executive Creative Director, Swirl San Francisco, 2007 - 2010

Led a creative renaissance at the SF integrated ad agency with award winning Branding, TV, Online, Event, Print, POS, and Experiential Creative for the San Francisco Giants, eBay, Skype, PG&E, Coinstar, Lennar New Homes, Jamba Juice, Oakland Raiders, eBay Motors, Trumer Pils, AAA, CengageBrain.com, and Cisco WebEx.

Executive Creative Director, Draftfcb, San Francisco, 2004 - 2007

After creating a legendary body of work over 15 years as a writer and creative director, Bacino took the reins as ECD in 2004. Managed 25 person creative department, directing award winning campaigns for Levi's, Dockers, Hilton Hotels, Sega, Fox Sports, California Oranges, Media FLO Technologies among others.

Highlights:

Dockers San Francisco

Created and authored new positioning for Dockers, transforming it from a guy's guy pants brand to an apparel brand for men and women inspired by the sophisticated yet never stiff lifestyle of San Francisco. This new idea, executed in TV, print, on-line, in-store and a comprehensive brand book, has reinvigorated Dockers, opened new channels of distribution (including its own stores), unified the brand around the world, and has become the avatar for design and strategic planning.

Levi Strauss Signature

Led positioning, naming, logo, packaging and TV, print and online advertising developed to introduce Levi Strauss Signature jeans in the mass channel. By starting in the LS&Co. archives, discovered and adapted a brand story that linked LSS to its heritage yet created a new offering specifically for the value shopper. The introduction was LS&Co's most successful new product launch ever.



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Executive Creative Director, Drafftcb, San Francisco, 2004 – 2007 (Continued)

Hilton Family

Created "Be Hospitable," a new campaign aligning the nine distinct hotels that comprise the Hilton Family based on Founder Conrad Hilton's philosophy. Led development of Behospitable.com, a website dedicated to tracking acts of kindness across the world. Responsible for TV, print, outdoor, online and experiential marketing, including a new Family logo and identity.

Group Creative Director, FCB San Francisco, 1996 – 2004

Won virtually every major creative award writing campaigns for Levi's 501, Levi's Wide Leg, Levi's Youthwear, Dockers, MTV, Fox Sports, Zima, Coors, and Sega Dreamcast.

Group Creative Director, FCB Chicago, 1995 – 1996

Coors, Cadbury Schweppes, SC Johnson, Payless Shoes

ACD, DDB Needham Chicago, 1995

Created "Elements of Man" Superbowl spot for Budweiser, featured as Adweek's best of the Bowl.

ACD, DMB&B St. Louis, 1994 – 1995

In just 4 months created a body of work for Budweiser that led Client to request that newly hired agency DDB Chicago hire Bacino when they won business.

Copywriter / ACD, FCB San Francisco, 1989 – 1994

Taco Bell, Clorox

Account Executive, Lintas NY, 1986 – 1989

Coca-Cola, IBM PS/2, Johnson & Johnson

Awards

Cannes Gold Lion
Art Directors Club ANDY Award of Excellence
D&AD
London International
Obie
Gold, Silver, Bronze Effies
MVP of Rotten Bastards Softball Team

Clio
The One Show
AAF ADDY
Telly Award
Pro Max Cable TV Award
San Francisco Show – Best of Show

Education

Temple University
Bachelor of Arts, Journalism & Advertising, 1986
Graduated Summa Cum Laude

Worked for Temple University Press and delivered pizzas for the Philadelphia Pizza Company, a South Street Mecca made immortal by the Dead Milkmen's "Punk Rock Girl".

Activities and Societies: Varsity Baseball, Temple University Press

References

On request.