

ANTHONY GARETTI

EXECUTIVE PRODUCER

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Executive Producer with over 20 years of production experience in the advertising industry. A strong team leader with expertise in film, digital/social, print and content development that has helped craft award winning campaigns for Heineken, HPE, Citi, The Sundance Channel and JetBlue.

Celebrity campaigns have included work with Benicio Del Toro, Katy Perry, Aretha Franklin and LeBron James amongst others.

EXPERIENCE

Publicis New York, New York

SVP, Executive Producer (2007-current)

- Currently the Production Lead / Executive Producer on INFINITI producing integrated brand campaigns as well as overseeing simultaneous projects, managing job workflows and the assignment of producers
- Involved in all phases of production from the development of campaigns, content assets and experiences to execution
- Executive Producer on previous brands: Heineken, HPE, Citi
- Produced fully integrated campaigns for all clients including: Walmart, Cadillac, Heineken, HPE, Citi

JWT New York, New York

VP, Executive Producer (2001-2006)

- Executive Producer overseeing all phases of production for the JetBlue Airways account
- Non-traditional media projects included the online video game, *Spot The Player*, the award winning short film series, *Action Poetry* (The Sundance Channel) and the award winning *JetBlue Story Booth*, an interactive installation built from the ground up that toured the country capturing real stories from real JetBlue customers.
- Produced for multiple clients including: Rolex, HSBC, Merrill Lynch

TBWA/CHIAT/DAY New York, New York

Senior Broadcast Producer (1998-2001)

- Lead producer on launch campaigns for Prodigy Internet, Circuit City and Kmart
- Oversaw all phases of production

WELLS BDDP New York, New York

Broadcast Producer (1995-1998)

- Television producer for all clients including global campaign for Amstel

SAATCHI & SAATCHI New York, New York

Associate Producer (1992-1995)

- Television producer for all clients including: Champion Sportswear, General Mills, Johnson & Johnson

EDUCATION

City University of New York (1985-1989)

- Bachelor of Fine Arts in Cinematography

AWARDS AND ACCOMPLISHMENTS

Cannes (Silver Lion), One Show (Gold/Bronze Pencils), Clio (Bronze), ANDY (Silver), Art Director's Club (Silver) and too many Addys and Effies to list.