

Anthony Maggio

amaggio17@gmail.com | 612-384-0169 | Erie, CO 80516

[LinkedIn.com/in/asm17](https://www.linkedin.com/in/asm17) | MaggioCreative.com



SUMMARY

I'm a people-first organization and creative leader who embraces a player-coach mentality and builds high-performance culture through empathy, accountability, and trust.

SKILLS

EXPERT: Branding, Campaign Development, Copy Editing, Copywriting, Leadership, Management, Podcasting, Presenting, Proofreading, Public Speaking, Storytelling, Strategy, Voiceover, Word

ADVANCED: Video Directing, Acrobat Pro, Audacity, DTC, Excel, Experiential, Google Slides/Sheets/Docs, LucidLink, PowerPoint, Premiere Rush, SEO, SharePoint

KNOW ENOUGH TO BE DANGEROUS: Assetlink, Audition, Final Cut Pro, InDesign, Jira, OneNote, Photoshop, Premiere Pro, Webvantage, Workfront

EXPERIENCE

Maggio Creative

CREATIVE DIRECTOR / February 2025 – Present

- Developed experiential activations for Target in partnership with the Minnesota Timberwolves for [Push Play](#).
- Led branding efforts (including visual identity, tagline, assets) and consulting proposal strategy + pitch decks for Car Guy Concierge and Herod Automotive Solutions.
- Project-based writer and/or creative director for [Vail Resorts](#), [Irwin Collective](#), [Evolution Metals & Technologies](#), and more.

Stream Companies (Purchased Cuneo client book and personnel)

EXECUTIVE CREATIVE DIRECTOR / December 2024 – February 2025

- I was onboarded to transition my team and clients before the organization eliminated my role.

Cuneo Advertising

EXECUTIVE CREATIVE DIRECTOR / March 2022 – December 2024

- More than **doubled creative team AGI** while holding costs flat.
- Protected and **grew client market share** through strategic creative, which included helping White Bear Mitsubishi maintain its status as the No. 2 Mitsubishi dealer in the United States.
- **Promoted agency growth** by leading development of mission, vision, and agency brand pillars.
- **Reoriented new business presentations** with custom creative approaches based on prospective client listening sessions, leading to Cuneo landing three of its biggest clients in its 50-year history.
- **Optimized agency workflow and efficiency** with new creative brief and offer documentation process.
- Prioritized staff development with regular check-ins, monthly one-on-ones, and bi-annual reviews to encourage personal growth and professional advancement.
- Directed and/or produced all new video spots.
- Led all new campaign brainstorming, conceptualizing, development, writing, and client presentations.

ASSOCIATE CREATIVE DIRECTOR / November 2013 – December 2016

- **Drove client market share gains** through strategic creative, highlighted by White Bear Mitsubishi: which became a top 3 Mitsubishi dealer in the country in 2013.
- Reviewed and approved every creative project for all 30+ clients.
- Wrote most of our broadcast scripts and edited/approved all others.
- Directed or served as co-director on set for commercial shoots.
- Partnered with the creative director on employee hiring and annual reviews.
- Served as de facto Proofreader and Studio Manager, ensuring brand consistency and overall accuracy.
- Sat on agency's directors committee to review company business and processes monthly.

Publicis Groupe / Epsilon (Publicis Groupe purchased Epsilon, which previously purchased Catapult)

ASSOCIATE CREATIVE DIRECTOR (Hawkeye) / April 2021 – March 2022

- Promoted April 2021 from Senior Copywriter to Associate Creative Director.
- Pioneered and **launched dynamic display creative pilot program** for USAA on Perks program.
- **Spearheaded creative breakout teams** of art directors and copywriters to concept and execute campaigns across all of USAA's lines of business.
- **Prioritized relationship-building** with all levels of account, strategy, and client contributors to ensure open lines of communication, consistent collaboration, and a positive working environment.
- **Leveraged CRM** to maintain momentum and drive customer engagement across all channels through on-brand, evolving campaign creative.
- Developed concepts, creative paths, content, and materials for new business initiatives.

SENIOR COPYWRITER (Hawkeye) / December 2018 – April 2021

- **Wrote engaging, action-driving copy** for CRM initiatives across all of USAA's product lines, including Medicare, insurance (medical, home, auto, rec vehicle), banking, and more. Deliverables included, but not limited to: TV and online video, radio and streaming audio, email, social media, and digital display.
- My work on USAA SafePilot pushed driver enrollment more than **200% higher YoY (2020 to 2021) with 75% YoY policy growth**.
- Developed creative paths that ladder up to USAA brand campaigns.
- Established and maintained brand voice and executed consistent brand tone for USAA based on the audience, medium, and product.
- Captained our Adobe Creative Cloud online video initiatives, collaborating with account team and client to develop and produce stories that demo cross-functional software products to excite users and prompt downloads. The Teams and Slack integrations videos have **nearly 140,000 views**.
- Provided **CRM strategy** and content for Google Photos, Google Ads, and AMP Project.

SENIOR COPYWRITER (Catapult Marketing) / December 2016 – September 2020

- Developed and **executed shopper marketing programs** for Target, Walmart, Amazon, Kroger, and other retailers. My regular clients included Clorox brands (Clorox, Burt's Bees, Kingsford, etc), Hormel brands (SPAM, Natural Choice, etc.), and Nestlé Health Science (BOOST, Carnation Breakfast Essentials, etc). I also contributed to programs for Mars Food, Georgia Pacific, Land O'Lakes, Sparkling Ice, and Kellogg's.
- Contributed to several **RFP responses and new business pitches**, creating brand positioning statements, manifestos, and associated digital/print/audio/video ads for brand and retail campaigns.

Mystic Lake Casino Hotel

CREATIVE MANAGER / February 2012 – November 2013

COPYWRITER / June 2008 – January 2012

EDUCATION

UNIVERSITY OF MINNESOTA – Twin Cities / 1999 – 2003

Bachelor of Arts: Broadcast Journalism / Minor: Business Management

AWARDS

- [Silver Telly](#) x4
- [Bronze Telly](#) x12
- Upper Midwest Emmy Award
- Minnesota Associated Press Sports Editors Investigative Reporting 3rd Place, 2022

FREE TIME

- [Z-Fest producer/writer/actor](#)
- [Podcast/radio host](#)
- [Youth baseball coach](#)
- Youth basketball coach
- U of MN student mentor
- Hawkeye/Publicis mentor
- Minnesota Daily Alumni Association former president + 10-year board member
- Dakota County Soil & Water District volunteer