

# Farah Brigante

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## EXPERIENCE

### THE MARKETING ARM • Creative Director, Wilton, CT • 2016 – Present

Lead the creative charge for Mizkan Brands (Ragu & Bertolli), Mrs. T's Pierogies, and Frito-Lay Variety Packs in bringing to life 360° activation programs across various platforms such as branded content, shopper marketing, social media, retailer toolkits, packaging, influencer partnerships and experiential

Created the first ever equity program for Frito-Lay Variety Packs called Dreamvention, where we inspired consumers across America to submit the next great invention. The program was a huge success the first year that we continued it for a second year with the help of actress Cobie Smulders and this time, calling families to solve everyday problems with their inventions

### ALCONE • ACD/Creative Director, Darien, CT • 1/2012 - 5/2016

Successfully led a team of 3 art directors and a copywriter to execute programs for Unilever, Bayer, and Alouette Cheese

Worked to create breakthrough brand activation programs from print to digital for all the Bayer portfolio brands, such as One A Day, Aleve, TruBiotics and Phillips

Managed a team to bring innovative ideas and breakthrough design to various food and beauty brands under Unilever, including Caress, Ragu, Clear, TRESemme, Knorr, Simple, Axe, Simple Skincare, Ponds, and Suave

Led the pitch team and won the Alouette Cheese account. Went on to launch a new strategic brand platform that artfully combined unique flavors with cheese called "Flavorology"

### TRACYLOCKE • Associate Creative Director, Wilton, CT • 7/2010 – 1/2012

Led the Starbucks Team in creating breakthrough CPG activation for all their coffee and tea brands, including Roast and Ground, VIA Ready Brew, Tazo Tea, and Seattle's Best Coffee. All the way from big national ideas, new product launches to promotional execution of seasonal scale events

Launched the Starbucks K-Cup campaign nationally, which included creating retailer specific executions for Target, Walmart, Safeway, Kroger and Publix. Worked with the strategy & insights team to map out the consumer path to purchase for each retailer before coming up with the creative expression

### TRACYLOCKE • Senior Art Director, Wilton, CT • 5/2006 – 7/2010

Conceptualized and designed various promotional materials for all five lines of the PepsiCo Foodservice business, including Tropicana, Gatorade, Quaker, Pepsi, and Frito Lay, and for restaurants such as Applebee's, Subway, CPK, Pizza Hut, and KFC

Led the new business initiatives and renewal pitches, from brainstorming all the way to presentation, in order to increase PepsiCo beverage volume and snack consumption. Clients included Dunkin' Donuts, IHOP, Norwegian Cruise Lines, Naked Juice and Starwood Hotels

Created large scale meeting presentations for top PepsiCo execs such as Massimo D'Amore and Indra Nooyi  
My leadership includes designing the environment space to presenting creative concepts at the meeting

Managed and mentored a team of freelance and full-time art directors and led large scale photoshoots

### DRAFT/FCB • Art Director, New York City, NY • 7/2004 – 5/2006

Developed conceptual advertising and direct marketing campaigns for a range of clients, including Budget/Avis, AARP Health Care Options, Verizon Wireless, Big Lots, and Birch Camp

Managed relationships with copywriters, production, account, traffic and studio throughout creative development

### WATERFALL GROUP • Assistant Graphic Designer, New York City, NY • 2003 Internship

Designed illustrations, packaging, websites, and promotions from concept to print production

### MUSEUM EDITIONS LIMITED • Freelance Artist • 2002 – 2004

Created three dimensional pieces of handmade artwork to bring to life the various cityscapes in the U.S.

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY, New York City, NY

Bachelor of Fine Arts Degree in Graphic Design - May 2004 • Graduated Cum Laude Honors - GPA 3.87

## AWARDS

Yahoo Purple Chair Award – June 2009 • Silver ProAward for best experiential event – October 2013

## PROGRAMS

Illustrator, Photoshop, InDesign, Keynote, Microsoft Word, Power Point

## INTERESTS

Drawing, Painting, Calligraphy, Illustration, Jewelry Design

## LANGUAGES

English, Urdu, Panjabi, Gujrati, Swahili and a little bit of Spanish

## REFERENCES

Available upon request