



## CHRIS DEL SORDO CREATIVE SPECIALIST

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### STATEMENT

Chris has 18 years of experience in advertising and 10 years of video production knowledge. His skills encompass creative direction, film direction, art direction, writing, editing, motion graphics, and hands-on graphic design.

He produces engaging, effective creative for print, web, video, and multimedia. His brand identity and direct mail campaigns have collected several prestigious Addy® awards.

Chris is dedicated, focused and professional but always tries to have as much fun as possible throughout the working process. He is an avid surfer and golfer, so the southern California lifestyle suits him perfectly. He enjoys spending time with his wife, Jaya, and two year old son, Jordan.

Quote: "Creativity is influenced, so feed your imagination through inspiration."

### WORK EXPERIENCE

#### Freelance Creative Director, Carlsbad, CA

May 2005 – Present

- Writes, produces, directs and designs for clients such as Sony PlayStation, Comcast Cable, Comcast Spotlight, DirecTV, E! Entertainment, Leadfusion, No Fear, Style Network, Swirl Advertising, Rey Interactive, Hallmark Channel, and many others
- Manages all aspects of production including casting directors, talent, editors, music composers, and sound designers
- Provides cost estimates and insures creative standards, deadlines, and budget parameters are met
- Manages Art Directors, Programmers, Designers, and client base with a professional, yet fun approach
- Delivers strategic communications, maintains strong visual consistency and insures high quality standards while meeting marketing objectives
- Demonstrates unique problem solving abilities, has excellent people skills, and shows exceptional copywriting talent
- Hands-on graphic design ability with a concentration in Adobe Creative Suite software

#### The Kessler Group, San Francisco, CA

Sr. Art Director. June 2008 – December 2008. San Francisco office closed December 30, 2008

- Worked with clients such as FOX, Husky Energy (Canada), Nationwide, and JP Morgan Chase
- Showed exceptional leadership and project management abilities while demonstrating strong hands-on design skills
- Conceptualized and produced high quality marketing and communications materials

#### Comcast Spotlight, New York, NY

Sr. Art Director. September 2002 – May 2005

- Responsible for creative direction and leadership for the Creative Services department as well as Brand Manager for over ninety national markets
- Managed a staff of five and played a major role in the successful launch of the new corporate identity for the Advertising Sales Division
- Administrator of art direction and design support for internal department as well as ninety national markets
- Created all marketing and promotional materials from concept through production
- Handled budget recommendations, cost comparisons, and maintained vendor relationships
- Implemented job flow management program and digital filing system
- Art Directed award-winning print materials, internal videos, and interactive media projects

## **GMMB, Los Angeles, CA**

**Art Director. September 2000 – September 2002**

- Worked with clients such as AARP, Entertainment Software Rating Board (ESRB), First 5 California, and Harrah's Casino
- Responsible for concepts, art direction and design of all print materials
- Managed press production ensuring deadlines and budget parameters were met

## **E! Entertainment Television, Los Angeles, CA [Operated by Comcast Entertainment Group]**

**Freelance Art Director. April – September 2000**

- Worked with programming such as Celebrity Homes, Celebrity Profile, E! News Daily, E! True Hollywood Story, Fashion Emergency, Howard Stern, Talk Soup, and Wild On
- Developed and managed print advertising, direct mail, and event materials for E! Networks and the Style Network

## **Comcast Cable Communications, Philadelphia, PA**

**Sr. Art Director. February 1999 – March 2000**

- Responsible for creative direction and leadership for the Creative Services department as well as Brand Manager for seventy-four national markets
- Managed a staff of five and all department vendors such as printers, photographers, and premium vendors
- Managed a production team to create the highly successful multi-million dollar launch of the "Cool New World" corporate re-brand campaign, including designing the Comcast logo
- Managed all outside advertising agencies, production companies, photographers, and print vendors
- Worked closely with marketing project managers to ensure consistent in all aspects of communications

## **The Hal Lewis Group, Philadelphia, PA**

**Art Director. Began as entry-level Graphic Designer. February 1995 – January 1999**

- Managed over twelve products for the International Division of Merck Pharmaceuticals
- Responsible for all aspects of communications including art, photography, design, press production and creative team management

## **FILMS / COMMERCIALS / VIDEOS**

### **PlayStation®Network, Pulse 2011 E3 Edition (Director)**

Directed live floor interviews with Sony PlayStation® executives, game developers, and consumers.

### **Comcast Spotlight® "Eyecon Man," National Commercial (Producer/Director)**

This :30 national spot was created to help launch the "More Eyeballs" advertising campaign.

### **Comcast Spotlight® "Make a big impression," National Commercial (Writer/Producer/Director)**

This :30 national spot was created to help reinforce a "make a big impression on your customers" message.

### **Sony PlayStation® SingStar®Dance, Game Launch Video (Director)**

This video was created to help generate sales of the new SingStar® Dance video game.

### **Isis Pharmaceuticals, Instructional Video (Producer)**

Instructional video created to show consumers how to properly inject an Isis study drug.

### **Sony PlayStation®MOVE with "Kevin Butler," Promotional Video (Producer)**

This video was created to introduce the PlayStation®Move.

### **Dead Nation,™ Game Launch Video (Producer/2nd Unit Director)**

This video was created to help generate sales of the new Dead Nation™ game.

**The Situation, Short Film (Writer/Director/Producer)**

Three people in a desperate predicament. Shot with a Canon 7D with an infrared conversion kit.  
Distributed, Shorts International™

**PlayStation®Network, Pulse 2010 E3 Edition (Director)**

Directed floor interviews with Sony PlayStation® consumers.

**Sony PlayStation® SingStar®Dance, Game Tutorial Video (Director)**

This video was created to pre-load onto the SingStar® Dance video game in order to help consumers learn the game.

**Sony PlayStation® PSP®go Peripherals Video (Writer/Director)**

This video was created to help promote Sony PlayStation®'s peripheral components used with PlayStation® portable devices.

**Sony PlayStation® PSP®go Introduction Video (Co-Writer/Producer/Director)**

The objective of this tutorial video was to inform and educate customers on how to purchase and download content from the PlayStation®Store via the PlayStation®Network.

**Sony PlayStation®Home, Promotional Videos (Producer/Director)**

Producer and Director of ongoing videos that help sell components of PlayStation®Home, a community-based virtual world on the PlayStation®Network.

**Sony PlayStation® PSEye Brand Video (Writer/Director)**

This brand spot was created for SonyPlaystation® to market and launch an interactive video component called the PS Eye.

**Sony PlayStation®Jak and Daxter Game Trailer (Producer/Director)**

This trailer was created to launch a new Jak and Daxter game series, The Lost Frontier. Responsible for game capture, production, project direction, music score, and creative direction.

**IFA Insurance Commercial (Writer/Director/Producer)**

These spots were created to spoof IFA's main competition (Geico, Progressive, and Esurance) while highlighting IFA's strengths.

**Wondrous Woman, Short Film (Writer/Director)**

WINNER, Best Home Grown Short Film in the 2007 Garden State Film Festival.  
JVC requested permission to use film footage to showcase the quality of their cameras worldwide.

**Lover, You Should've Come Over, Short Film/Music Video (Writer/Director)**

Officially accepted to the New York International Independent Film & Video Festival.

**Bowman, Short Film (Creative Consultant, Casting Director, and Co-Producer)**

(35 mm) Filmed at CBS Studios in Soundstage 12.

**Global Alliance for Balance and Healing, Documentary (Producer/Director)**

Fund-raising campaign for a not-for-profit agency.

**Comcast "Boyz in the Hood" Promotional Video (Producer/Director)**

Objective: make viewers aware of a "king for a day" contest.

**eBay Motors, Commercial (Co-Producer)**

Campaign to promote the automotive buying experience on eBay.

**LA-LA LOCO BABY! Short Film (Consultant)**

Shot on the Silicon Imaging SI 2K Mini-camera.

## AWARDS

**2011 Distributed**, Short Film, The Situation: Shorts International

**2010 Semi-finalist**, Screenplay: Visionfest.

**2009 Finalist**, Screenplay: Creative World Awards.

**2009 Finalist**, Screenplay: Garden State Film Festival.

**2007 Winner, Best Home Grown Short Film**: Garden State Film Festival.

**2007 Winner, San Diego Filmmakers**: Branding competition.

**2004 Winner, Silver Addy® Award**: The Philadelphia Advertising Club.

**2006 Winner, Bronze Addy® Award**: The San Diego Advertising Club.

## EDUCATION

**Life. 1969 – Present**

**University of North Florida, Jacksonville, Florida. Bachelor of Fine Arts, 1994. Graphic Design Major.**

**UCLA Extension's Entertainment Studies**

Advanced course in Cinematography: designed to deepen the understanding of the principles and methods of visualization as applied to film. Covered lenses, cameras, filters, lighting, color, film stocks and laboratory.

**AMC Movie Academy at The New York Film Academy**

16mm film workshop: wrote, produced, directed, and edited own film with hands-on experience in every crew position.

**The Los Angeles Film School**

Directing for film curriculum: covering an overview of the functions of the director and the director's interaction with other production departments.

**The Hollywood Film Institute**

Certificate Program: Instruction on how to budget, schedule, cast, direct, film, and score a movie with budgets up to \$5,000,000.

**Judith Weston Studios**

**Acting for Directors**

This workshop focuses on understanding a crucial element of film production, which is the process and requirements of performance. This unique workshop provides indispensable techniques and new insight in order to gain confidence meeting the creative demands of a project. Exercises include acting techniques, improvisation, monologues and directing multiple scenes. Casting, rehearsal, shooting, and script analysis are all addressed.

**Script Analysis & Rehearsal Techniques**

In the intense workshop, a uniquely detailed and in-depth investigation is made into the subworld of a feature length script. We delve into the script's subtext, adjustments, spines, images, themes, events and arc. The purpose is structure with flexibility – in preparation for bringing the script to life through the actors.

## COMPUTER SKILLS

Highly proficient in Mac-based applications, including Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Dreamweaver, QuarkXPress, Microsoft Office, Keynote, Final Draft, Final Cut Pro, EP Scheduling & Budgeting, StoryBoard Artist, FrameForge, and working knowledge of Adobe Flash.