

**CHICK CICCARELLI***Ad Executive, Web Developer, Entrepreneur*4804 Laurel Cyn Blvd. #375  
Valley Village, CA 91607T (818) 971-9303  
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chickc@gmail.com<http://www.chickc.com>**PROFILE**

Senior-level executive with 20+ years of advertising experience. Specializes in branding, advertising campaign development, media buying and selling, web presence development and strategies.

**EXPERIENCE****PRESIDENT/CHAIRMAN, WEBWIZARDS® NETWORK, INC. - LOS ANGELES, CA -- JAN 2013 - PRESENT**

Currently developing a national network of Internet support outlets across America offering personalized ground support, private/public classes and traditional web presence services for local Internet users and small businesses. Structuring retail licensing opportunities for entrepreneurs, reselling capabilities for existing retail chains and partnering contracts for online development companies to service subscriber base with personalized support and help introduce new products and services in multiple local markets.

**PRESIDENT, CHICK CICCARELLI AGENCY / DBA WEBWIZARDS - VALLEY VILLAGE, CA — 2009-2012**

Boutique ad and web agency. Developed and managed high profile ad campaigns and web design projects for over 50 clients (often within the technology and entertainment communities) including ADTX Japan, Archion, Inc., CET Universe, Cynosport World Games, Humane Society of the United States, L.A. Digital Post, Latin Songwriters Hall of Fame, Media Distributors, Sothebys International, Y Entertainment Group and others.

Directed online marketing and lead generation activities and measured results. Created and implemented SEO strategies (optimization, blog content, organic and affiliate-based link building) and managed reputation management. Created and managed targeted e-mail campaigns and oversaw live webinars. Also designed collateral materials and managed print and video campaigns, worked with publications and other distribution methods including direct mail.

**MANAGING DIRECTOR, MEDIABUYS, LLC - STUDIO CITY, CA — 2002-2009**

Online media buying club with over 1250+ buying members and 3750+ media selling members and boutique ad agency. Supervised staff of 15 web designers, account managers and media professionals. Served as the creative director for over 35 accounts and oversaw most of their local/regional/national ad and web campaigns. Bought and sold media space including cable, radio, magazine, newspaper and interactive. Directed online marketing and lead generation activities and measured results. Created websites and implemented SEO strategies (optimization, blog content, organic and affiliate-based link building) and managed reputation management.

Worked on high profile projects with AFM Advertising such as Latin GRAMMY® Awards, the GRAMMY® Awards, EIF's GRAMMY® Jam, MusiCares®, the BFCA's Critics' Choice Awards®, the Sundance Film Festival®, RKO Distribution® and the Hollywood Symphony Orchestra®.

Launched a national sponsor-seeking effort for City of New Orleans after Katrina (and coordinated over 50 ad agencies). Signed Glad Products as the first major sponsor in Mardi Gras' 150 year history to help the city generate badly needed revenue. Implemented the first text-2-give donation campaign for New Orleans (in coordination with Paypal corporate). Managed New Orleans Economic Development Tour at Tribeca in New York.

**VICE PRESIDENT OF COMMUNICATIONS, L.A. DIGITAL, INC. - TOULCA LAKE, CA — 1999-2002**

Largest motion picture and television non-linear editing equipment sales/rental company in North America. Designed and oversaw the company's multi-level branding campaign (print, expos and Internet). Developed Editvu, (a digital dailies video delivery system used by companies such as ABC Daytime, Castlerock Entertainment, Disney Channel, Ogilvy and Sony Pictures). Authored the business plan that resulted in the multi-million dollar sale of the company. Reported to the President and VP Marketing, served as an integral member of the senior management team.

**VICE PRESIDENT OF COMMUNICATIONS, J&R MOVIOLA - HOLLYWOOD, CA — 1996-1999**

Motion picture and television equipment and supplies sales/rental company.

Resurrected legendary Hollywood brand "Moviola" that had been laying dormant for 20 years and helped launch its non-linear divisions, including digital equipment rentals, digital education center and communications department. Designed and oversaw the company's local and regional branding campaign (print, expos and Internet), supervised 6 employees and multiple vendors. Reported to the President, and served as an integral member of the senior management team.

**EXECUTIVE VICE PRESIDENT, THEAFILM DISTRIBUTION NETWORK - HOLLYWOOD, CA — 1994-1996**

Created and developed domestic theatrical ('flat-lease') motion picture distribution process. Reviewed over 200 films from HBO, Showtime, Dino DeLaurentis and other producers. Coordinated domestic theatrical distribution to 7 major theatre circuits throughout the United States. Implemented the national theatrical trailer exhibition of "Wing Commander-IV" on 570 General Cinema screens, a first for the electronic gaming industry.

**SENIOR ART DIRECTOR, LEWIS ANTHONY ADV / REEDS FARRIS & LEWIS - STUDIO CITY, CA — 1987-1994**

Developed advertising campaigns for over 20 B2B accounts and oversaw art department staff. Supervised accounts such as Custom Building Products, WorldPortLA (The Port of Los Angeles) and Voyager Aircraft (record breaking flight around the world). Reported to the President and Creative Director, and served as an integral member of the senior creative team.

**EDUCATION**

California State University Long Beach - Long Beach, CA — 1975-1977  
2 years in Graphic Design, Advertising & Marketing, Business Administration

Woodrow Wilson High School - Long Beach, CA — 1973-1975  
Graduated (Commercial Art, Journalism, English)

**SKILLS**

Corporate Branding, Advertising Campaigns, Media Planning & Placement, Website Development, Social Media Strategies, Staff Management (HTML5, PHP, MySQL, Wordpress, CMS, CRM, CS Creative Suite, Microsoft Office and Apple iWork)

**AWARDS & ACHIEVEMENTS**

Member of the National Academy of Media Arts & Sciences and a finals judge for The Stevies (International Business Awards). Appreciation Proclamation (2006); City of Los Angeles, Certificate of Appreciation NCVV (2005); EPpy Award Finalist, MediaBuys.com (2003); U.S. Small Business Advisory Council, (2002); Macromedia Site of the Day-Configurator (2000); Most Humorous Website Greedypeople.com, Hon Mention-L.A. Times (1995); Certificate of Honor from Smithsonian Institute for Voyager Flight (1987); Printing Industries of America Awards (6 total-1985, 1986, 1988); Art Directors Club of Los Angeles (4 total-1987); Business Professionals Advertising Association (2 total-1988); American Institute of Graphic Arts Awards (4 total-1986, 1988, 1990, 1991)

**REFERENCES**

Upon request