

BENITA CASSAR TORREGGIANI

CV

Over 20 years of experience in advertising with an emphasis on creative branding for world renown fashion, beauty, lifestyle, financial, insurance and mass product retail, sales and manufacturing companies.

Experience encompasses knowledge of integrated visual and written medium including print, graphics, video, collateral and electronic publishing in a demanding global environment.

Attributes success to:

- A skilled ability to understand a brand resulting in dynamic and memorable brand recognition via creative integrated media.
- Unique combination of creative talent with excellent business acumen and organizational skills.
- Effective communication with management and team. Leadership ability. Resourceful.

AREAS OF EXPERTISE

Creative Director/Copywriter/Art Director/Graphic Designer of integrated media
(print, video, photography, electronic/internet, direct mail, packaging design, signage etc.)
Creative consultant
Creative strategic marketing communication solutions to reinforce brand name identity and licenses
PR and marketing advertising strategy
Producer/Director/Editor for documentary, promotional video, broadcast
Print Production worldwide/all phases of colour/b/w/digital print production
Computer proficient in software applications
Label/Brand naming
Resourcing including talent
Research/Archivist
Media strategy and placement
Management and lead creative team and employees
Management of budgets
Quality control supervision

EDUCATION

New York University/Tisch School of the Arts: Graduate Studies/Film
Emily Carr Institute of Art & Design, Vancouver: Final Cut Pro Editing
SUNY Fashion Institute of Technology, New York: AASC Fashion Illustration
Accademia del'Arte, Florence Italy: Diploma Fine Arts

BENITA CASSAR TORREGGIANI

PROFESSIONAL EXPERIENCE

Creative Consultant 2003 -

Consultant to clients on diversified creative projects including concept and visual development. (Film, A/V, Books, Magazine, Internet, Fashion/Accessory Designer, Beauty product)

Consultant and buyer of library/art at auction internationally for private client.

Donald Kaufman Color 2006 -

Branding Consultant & Graphic Designer Paint color design company. Current project establishing new corporate identity design with applications on corporate identity, packaging design, all promotion collateral.

Perry Ltd. 2000 -

Creative Consultant Current ongoing consultant to real estate firm for advertising and promotional visual communications. Bimonthly magazine, magazine/newspaper advertising and trade fairs.

Stuart, Tabori & Chang 2004

Art Director. "Serena, Food & Stories" Art Directed food photography for Serena Bass debut cookbook.

Vivre Catalog 2004

Creative Concept/Presentation. Concept and presentation developing luxury brand retail catalog /direct mail company.

JP Advertising 2002-2003

Creative Director.

Creative Director for largest advertising agency in Malta (Europe). Created and wrote advertising campaign for European banking institution pioneering online banking. As a result, agency retained their highest billing and prestigious client. Created advertising campaign concept and wrote slogan "Get Digi" and "Get Digi with Kodak" introducing the first Kodak Digital World store. Client received award. Pitched and won new lucrative accounts including Malta Maritime Authority and Middlesea Insurance. Copywriter for most accounts. Redirected and improved agency's standards and approach to advertising. Supervised and developed account executive and designer team.

TV Pilot: Bon Jou Malta. Developed, produced and directed daytime broadcast lifestyle program.

Calvin Klein Inc. CRK Advertising 2001-2002

Creative Consultant/Art Director/Print Production.

Global Creative Consultant working directly with Mr. Klein and SVP Global Communications Creative Director. Advised and art directed international advertising campaigns, implemented and enforced the Calvin Klein and CK graphic communication standards worldwide, created and produced integrated marketing communication solutions to reinforce brand name identity for brand and licenses. e.g. a retrospective book of Calvin Klein's history in advertising. Developed label names and designed graphics for fashion, accessories and fragrance, supervised ALL visual material globally including print advertising, video, promotions, packaging, collateral (direct mail / catalogues, posters, invitations), in store design materials, special projects. Advised on talent and supervised outside agency work and print production worldwide. Identified and communicated regularly to management effectiveness of procedures and systems to improve quality, efficiency and budget parameters. Supervised and directed CRK Advertising team.

Website / Design / Music CD production

Produced sites for photographer Steve Erle, choreographer LolaDance, songwriter KP Devlin.

Marsovin

Director/Producer "Culture of Wine" Video Documentary on wine production on island of Malta.

The Sovereign Military Order of the Knights of St. John

Director/Producer. Producer / Director of documentary and music CD about the Knights of Malta.

MTV - Segment Producer/Director

MTV House of Style introducing first retail "Beauty" video / Broadcast.

BENITA CASSAR TORREGGIANI

Fashion and Beauty Advertising Creative Director/Art Director/Graphic Design

TSE Cashmere, Bergdorf Goodman, Barney's New York, Saks Fifth Avenue, Chanel, Karl Lagerfeld, Adrienne Vittadini, Alfred Sung, Bruno Magli, Paloma Picasso Fragrances, Ralph Lauren Fragrances, Perry Ellis, Oscar de la Renta, Cruise Fragrances, Susan Ciminelli Spa
Created award winning national & international advertising campaigns, direct mail, promotion, branding identity & graphic design. Art directed renowned roster of photographers & illustrators. Produced photo shoots, talent, locations, print production. Effectively maximized budgets.
Created corporate identity launching Paloma Picasso's first fragrance.

New York Magazine Fashion Editor

Ralph Lauren/Polo Senior Art Director / Kurtz & Tarlow Agency

Part of founding team of Ralph Lauren's advertising agency creating first catalogue and national/international advertising. Produced, art directed and designed ad campaigns pioneering fashion advertising with an editorial approach using lifestyle montage. Worked closely with photographer Bruce Weber developing and establishing the "polo image". Encouraged Mr. Lauren to be first advertiser using (16) multiple magazine pages to tell a story, reinforcing brand image. Encouraged first "model/designer" contract to secure identity to brand. Designed graphics and collateral for fashion and cosmetics. Strategically directed advertising media placement. Liaison with licensees.

Bloomingdales' Senior Fashion Art Director

Concept & follow through of newspaper & magazine advertising. Selecting renowned roster of photographers, illustrators, models. Oversee photo shoot/production and print production.

Conde' Nast Vogue and Brides Promotions Art Director

Marshall Fields Art Director

**** Awards & Recognition**

Barney's New York
Pioneered usage of "real people" in cinematography style fashion campaign. Art Direction Award.

Bergdorf Goodman
Created "art translates fashion" campaign.
Work by **Robert Mapplethorpe** and **Annie Liebowitz** photographing fashion for the first time.
Contracted renown photographer **Lord Snowdon**.

Magazine Insert Advertising.
Initiated printing of multiple page insert ads independent of magazine, later bound into magazine. Resulted in focused representation reinforcing brand and substantial cost savings.

The Canada Summer Games 1993.
Logo design.
Winner of national competition for The Canada Summer Games, the pre olympic games held in Canada every 4 years.