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- Portfolio
- LinkedIn
- Instagram
- Food and Travel Blog

## HONORS

Honors include multiple Emmy, Peabody & Telly Awards.

## SKILLS

Branding

Creative Strategy

Original Content

Storytelling

Digital Strategy

Project / Team Mgmt

Processes / Operations

Budgeting

Workfront

Producer / Director

Adobe Creative Suite

Final Cut Pro

Avid Media Composer

DaVinci Resolve

Digital Asset Mgmt.

NAS/SAN

HD / UHD / 4k Camera

# WALTER BISCARDI JR.

CREATIVE DIRECTOR | VP COMMUNICATIONS | STORYTELLER

Walter is the model of a Modern Creative Director who drives all aspects of content creation and implementation across all media and live experiential to deliver innovative storytelling and branding. Accustomed to high pressure situations, operates with a strong sense of urgency, confident leadership and delivers results-oriented storytelling within budget and deadline every time. Can contribute by:

- Strategizing and leading the development of compelling campaigns that ensure ROI.
- Leading the development of a strong creative team to execute campaigns.
- Developing streamlined workflows, improving creative efficiencies.
- Developing cohesive storylines across social to broadcast to streaming to print.
- Managing many projects simultaneously, delivering breakthrough creative solutions.

## CAREER HISTORY

### 2017 - 2018. CREATIVE DIRECTOR: Georgia-Pacific LLC.

Leading manufacturer of tissue, pulp, paper, packaging, and building products with household name brands such as Brawny, Quilted Northern, and Dixie cups and tableware.

- Strategized and executed 'moving the needle' campaigns to create connective storylines with the consumer, countering negative perceptions due to timber related operations and political biases.
- Strategized and executed internal marketing storytelling for new product rollouts from Dixie, Angel Soft, Mardi Gras and Stainmaster brands.
- Strategized recruitment campaigns with HR to elevate the GP brand among a new generation of college graduates and technical students showcasing GP as a forward-looking technological company.
- Implemented agency workflow in Corporate Communications and GP Studios. Introduced strategic storytelling and campaign workflow to develop cohesive messaging vs. reactionary 'one-offs'.
- GP Communications had no proper System of Record or project tracking system. Identified and helped roll out Workfront management system to increase efficiency, eliminate redundancies and ensure proofing approval.

### 2001 - 2017. CREATIVE DIRECTOR, EXECUTIVE PRODUCER: Biscardi Creative Media.

Award-winning media production company producing for a global audience and global clientele, focused on quality storytelling.

- Architected the conception, creation, and delivery of original media content to clients including *Food Network*, *Cooking Channel*, *Sesame Street*, *PBS*, *ABC News*, *Bridgestone Golf*, *PING*, *The Carter Center*, *Bill and Melinda Gates Foundation*, *Kroger* and *Home Depot Racing*.
- Strategized and delivered internal / external campaigns focused on exceptional storytelling for an array of global clients including The Carter Center, Cielo Productions, Heraeus Group, Vestergaard, PING, Gwinnett County Public Schools (GA) and more.
- Designed a creatively efficient production studio encompassing production, post-production, asset management, insert studio and client amenities in a 6000 sq. ft. custom building. Directly managed a core team of 6 with up to 40 crew on any given project.
- Developed new mobile device storytelling techniques to reduce the cost and time to produce and deliver client stories to the audience.

### EARLIER:

#### 1998 to 2001. CREATIVE DIRECTOR & PARTNER, ACME Digital Design, LLC.

Led all campaign design, for predominately corporate clientele including *Kroger*, *North American Mission Board* and *Edwards Fine Foods*. Directly managed crews from 10 - 100. Performed editorial, motion graphics, 3D animation and live event management per project specifications.

**Additional:** Senior Video Editor, Primerica Financial Services; Studio Manager, Foxwoods Resort Casino; Video Editor and Producer, CNN. Directly managed full-time staff of up to 35 people.

## PERSONAL

I threw a perfect game and batted .704 when I was 17, even had the Dodgers come scout a game. I proudly served on the Board of Directors for *Pilots-N-Paws*, the largest animal rescue group in the US. I am my mother's son who loves to cook and entertain friends around the dinner table. At home you'll find our four-legged children, Molly the Wonder Dog along with the felines Bert and Ernie. When not at home, you'll probably find my wife and I either on a cruise ship or a culinary adventure.