



Chick Cicarelli

Branding, Advertising, Web Development

4804 Laurel Canyon Blvd. #375 Valley Village, CA 91607

Voice: 818-971-9303 Cell: 818-259-5678

Email: chickc@gmail.com Web: <http://www.chickc.com>

Profile

Senior-level executive with 40+ years of advertising experience. Specializes in branding, advertising campaign development, media buying and selling, web presence development and strategies.

Experience

PRESIDENT, CICCARELLI AGENCY / DBA WEBWIZARDS - VALLEY VILLAGE, CA — 2009-PRESENT

Boutique ad and web agency. Developed and managed high profile ad campaigns and web design projects for over 150 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. Chick also serves as a special United States Representative for Radio.co in England.

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.

CEO/CHAIRMAN, WEBWIZARDS® NETWORK, INC. - NORTH HOLLYWOOD, CA — 2013-2017

Development of national franchise 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. Notable accounts include the Songwriters Hall of Fame®, the Latin Songwriters Hall of Fame®, Bullseye Music (Rudy Perez), Deston Entertainment (Desmond Child), Record Plant, Y Entertainment Group, Artists Group International, VitalVault and the Space Games Federation (NASA).

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, COMMUNICATIONS, L.A. DIGITAL - 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, 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 DIST 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 ADVERTISING - 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

2 years in Business Administration, Advertising & Marketing, Graphic Design

Woodrow Wilson High School - Long Beach, CA

Graduated (Commercial Art, Journalism, English)

Awards

City of New Orleans, Appreciation Proclamation (2006)
City of Los Angeles, Certificate of Appreciation (2005)
Who's Who World, Marketing (2004)
Who's Who of America, Marketing (2003, 2004)
EPpy Award Finalist, MediaBuys.us (2003)
U.S. Small Business Advisory Council Web Awards, (2001, 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)

Affiliations

American Institute of Graphic Arts
National Academy of Media Arts & Sciences
International Business Awards Judge (The Stevies)
GLG Council Member (Expertise network)

Tools

GoDaddy Pro	WordPress Expert	Microsoft Office	HTML5
Google Work	Adobe Photoshop	Quickbooks Online	CSS
Google Apps	Adobe Illustrator	PowerP & Keynote	PHP
Paypal Dev	Adobe Acrobat Pro	Apple Products	MySQL
Stripe	Adobe inDesign	Apple Applications	Linux