



Life, Liberty and the Pursuit of Creativity

Independence from boring, dull and the uninteresting. If our founding fathers ran an ad agency or graphic design firm, this "motto" would be in their declaration.

I'm a signer to this declaration. My name is Paolo Chiaravalli, and I want to thank you for taking the time to review my resume, my website and my online portfolio, and to thank you for considering my services for any upcoming projects, and openings in your company, from assignments to freelance, from short to long term and for any fulltime positions.

PAOLO CHIARAVALLI | CHIARAVALLIDESIGN.COM | PAOLO@CHIARAVALLI.NET | 917.887.5305

PAOLO CHIARAVALLI

- creative thinker -

ABOUT ME

My name is Paolo Chiaravalli. I started my career in Italy as an Assistant Art Director at the advertising agency **DMB&B** (D'Arcy Masius Benton & Bowls) in the late '80s. Looking for bigger and better, I moved to New York City to complete my education at Parsons School of Design and eventually work for the same Agency (where I stayed for 3 years) working with clients such as **P&G** (Pampers, Always, Charmin and Dash), **Burger King**, and I was part of the team that won the **Alitalia** account.

Looking for more fun and hands-on projects, I began working in Direct Marketing at **Clarion Direct** in Greenwich, Connecticut, where I acquired experience in "acquisition" and "retention" for clients such as **Chase**, **British Airways**, **Bell Atlantic**, **Southwestern Bell**, **Sprint**. As part of the creative team, we won assignments from **Cadillac**, **Disney**, **Columbia House CD-ROM Club** and more.

In the mid 90's, I joined the online start-up, **Unicast**; one of the pioneers of rich-media online advertising. First as an Associate Creative Director and rising quickly to the title of Creative Director. As head of the creative department, I worked closely with Interactive Agencies, offering them creative services and solutions when not available internally.

In 1999 with the established connections I made in advertising, direct marketing and online, I started **Chiaravalli Design, LCC**, a **one-stop-shop for "creative"** that needs to have a simultaneous presence in Corporate, Advertising, Direct Marketing, Online, Promotions and more, by partnering up with Promotion Agencies, Experienced Programmers, Copywriter and Marketing Experts.

I offer both a convenient off-premises full-service resource and a seamless addition to your in-house staff.

SERVICES

HANDS ON DESIGN

From Concept to Design to final Product. From Creative Brief to Live Application. I can help you create a Brand or follow your existing one.

Let's start talking about your next Project!

HANDS OFF DESIGN

If you are looking for just creative production, to make LIVE your already designed email, website, promotion - I can do that.

I can just provide a worry free production!

OH THE SUITE IS SO SWEET

InDesign, Illustrator, Photoshop, Dreamweaver, and more... The Adobe Creative suite is part of who I am.

The tools of the trade do not leave my side!

MY PLACE OR YOURS

I open the office early and I close it late, The pros and cons of being self employed become the great advantages of my clients! There are NO snow days at Chiaravalli Design.

When face to face collaboration is a must, I sure can play at your place too!

CAREER TIMELINE

NOW

OWNER/PRINCIPAL - FREELANCER
Chiaravalli Design, LLC
Philadelphia, PA
JANUARY 99 - CURRENT

1996

CREATIVE DIRECTOR
Unicast Communications
(Publicis Group)
NEW YORK, NY
JUNE 96 - AUGUST 2003

1993

SENIOR ART DIRECTOR
Clarion Direct Marketing
(Publicis Group)
Greenwich, CT
OCTOBER 93 - MAY 96

1990

JUNIOR ART DIRECTOR
DMB&B
D'Arcy Masium Benton & Bowles
(Publicis Group)
NEW YORK, NY
SEPT 90 - OCTOBER 93

1988

ASSOCIATE DEGREE
Graphic and Advertising Design
Parsons School of Design
NEW YORK, NY
SEPT 88 - MAY 90

1987

ASSISTANT ART DIRECTOR
DMB&B
D'Arcy Masium Benton & Bowles
(Publicis Group)
MILAN, ITALY
SEPT 87 - JULY 88

ON A PERSONAL SIDE

How do you pronounce your name anyway?

CHIARAVALLI, (kee-ahr-ah-va-lli). It is part **CHIA**nti, the red Italian wine. Part **RA**, the sun god of Ancient Egypt. The rest, It is like Franky **VALLI** and the Four Season.

It translates to "clear valley" in Italian. My First Name is Paolo (pah-aw-lo).

If I came on the Mayflower my name would have been Paul Clearvalley. I would have been a ball player. I came to America on a Trans World Airlines flight 29 years ago from Milan, Italy. I'm an Art Director and Graphic Designer, Avid Skier, ex Rugby Player and Football (the European type) Watcher.

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