

TONI CARAVELLO

ASSOCIATE
CREATIVE
DIRECTOR

/ CONTACT

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>> 312.351.4741

/ EXPERTISE

- >> Spotless track record winning over difficult clients.
- >> Strong conceptual thinking, solid executional prowess.
- >> Team player, team leader, team surrogate mother.
- >> There's nothing I can't do with a word doc, glue gun, or an impossible timeline.

/ EXPERIENCE

>> Associate Creative Director

FCB | 2020 to present

Managing up, down, within the team and out to the client.

>> Senior Copywriter

FCB | 2018 to 2020

Came for full 360 brand experience, stayed to fight for stronger creative.

>> Senior Copywriter

MARC USA | 2017 to 2018

Reenergized the Ruby Tuesday brand with a shoestring budget and whatever it takes tenacity.

>> Copywriter

MARC USA | 2015 to 2017

Sole writer on Payless executing 20 broadcast spots across three campaigns in under two years.

>> Junior Copywriter

MARC USA | 2014 to 2015

Made the switch from working in social by volunteering for every copy assignment until I was indispensable.

/ EDUCATION

>> Edgewood College

BA Creative Writing | 2010

>> University of Central Lancashire

Study Abroad | Preston, UK