



ANDREA SABBATINI

CREATIVE DIRECTOR

art_director AI_prompt_writer

SUMMARY

I'm a Creative with over **13 years of art direction experience**, bringing a unique blend of expertise from Italy to the US market. I've worked with global brands and campaigns, leaving my creative mark.

I have experience working at many top-notch US advertising agencies like 21GRAMS, AREA 23, JWT, Publicis, and more. I've crafted fully integrated campaigns spanning healthcare, traditional and digital advertising, augmented reality, gaming, animations, guerrilla marketing, mobile, social, experiential, and e-commerce.

My advertising expertise spans diverse sectors, from healthcare (DTC and HCP) to classic consumer goods like automotive, food, sports, and beverages. I've collaborated with big names such as AstraZeneca, Pfizer, Horizon, Porsche, Mobil1, M&Ms and more.

With a solid 7+ years of experience leading teams and freelancers, I thrive on pushing ideas, defending them, and helping teams turn great concepts into reality and **making the day-to-day machine work smoothly.** While AI is a handy tool in my arsenal, the magic lies in the human touch. Let's create something extraordinary together!

LANGUAGES

- English
- Italian

EDUCATION

- Miami Ad School, New York - Art Direction
- University of Macerata (Italy) - M.S. in Mass Communication
- University of Macerata (Italy) - B.S. Science of Communication

PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe XD
- Adobe Bridge
- Power Point
- Keynote
- Sketch and Figma

AI PLATFORMS

- MidJourney
- ChatGPT
- Stable Diffusion
- Dall E

EXPERIENCES

- 2023 - **VP Associate Creative Director** - 21Grams - New York
- 2022/23 - **Associate Creative Director** - Area 23 - New York
- 2019/2021 - **Group Art Supervisor** - Area 23 - New York
- 2018/19 - **Art Supervisor** - The Bloc - New York
- 2018 - **Freelance Sr Art Director** - TMA/BBDO - New York
- 2016 - 2017 - **Sr Art Director/AR designer** - Blippar - New York
- 2016 - **Freelance Art Director** - Publicis - New York
- 2015 - **Freelance Art Director** - Havas Worldwide - New York
- 2013 - **Art Director** -CMPS Agency - Bologna
- 2012 - **Art Director** - Edelman - Milan

AWARDS

- 2022 D&AD - 1 yellow Pencil - 1 Wood Pencil
- 2022 One Show - 2 Silver - 1 Bronze
- 2022 Clio Health - 2 short lists - 2 silvers - 4 bronze
- 2022 One Show - 21 short lists
- 2021 MM+M Award - gold
- 2021 Cannes Lions - 5 short lists
- 2017 Summit International Awards
- 2017 New York Festival - Finalist
- 2015 New York Festival - Finalist
- 2015 - AdWeek Project Isaac Awards - Gold
- 2015 - Summit Creative Awards - silver
- 2015 - New York Festival
- 2015 - Wave Festival - Amazon Kindle - Finalist
- 2014 - Top Dog Miami Ad School NYC
- 2013 - Top Dog Miami Ad School NYC
- 2012 - NC Awards - Best Digital Campaign