

# Vincent Vitale's

## Creative Portfolio 1

*"Curiosity about life in all of its aspects, I think, is still the secret of great creative people"*

*- Leo Burnett*

# Vincent Vitale

Phone: 847-687-0906

Email: VPVTHF@Mail.missouri.edu

Website: PrintNeverDies.com

**Education:** University of Missouri: Bachelor of Journalism with an emphasis in Strategic Communication  
Expected: 2013

**Career Objective:** Working in advertising at a job where my creative skills can reach their potential.

## Skills

- Photoshop
- In-Design
- Illustrator
- Word Press
- Word
- Powerpoint
- Final Cut

## Charity:

A Way With Words and Numbers  
2011

Tutored kids in elementary school on basic math and English for a semester in college.

## Work Experience

### University of Missouri Volleyball Team

Strategic Advertiser  
2012-Present

Worked on advertising for the University Athletic Department to try and increase attendance at volleyball games.

Website: MizzouVolleyball.Wordpress.com

- Designed and maintained blog
- Created ads
- Controlled pictures
- Helped around office
- Wrote articles
- Made videos

## Honors

### Mark Twain Scholarship:

Given to high achieving academics for out of state college students.

### Walter Willaims Scholarship:

Given to the most elite incoming freshmen students in journalism at Mizzou.

## Web Designer

Created several websites for different clients.

### Websites:

- OneNdoneStore.com
- PrintNeverDies.com
- MizzouVolleyball.Wordpress.com

## Research Assistant

Worked for Dr. Frisby University of Missouri

2012-Present

- Read Journals
- Coded Information
- Annotated Bibliographies
- Conducted surveys

## Internships

### MusicDealersLLC

Biggest music licensing firm in Chicago.

Summer 2011

- Contacted managers and agents
- Researched trends in music
- Signed musicians to website
- Increased Chicago network

### PulseTeamWear.com

Sports Manufacturer in California  
Summer 2012

- Wrote Articles
- Created Social Media Presence
- Graphic Design Work
- Website Maintenance



**COMEDY CENTRAL**

3

**Copy Heavy  
PRINT ADS**

So your friend texts you a joke,  
and you text him back three  
letters. **L.O.L.** But did you really  
laugh out loud, of course not,  
the joke and your friend are not  
that funny. You should have  
said **SALTS** instead.

**Smiled A Little Then Stopped.**



Laugh Out Loud Funny

So your friend messages you a video on Facebook, of a dog licking the screen, and says,

**HOW FUNNY IS THIS.** After watching once, you Facebook him back with three letters, **L.O.L.** But did you really laugh out loud, of course not, a dog licking a screen isn't funny. You should have said **SHOTS** instead.

**Said Ha Once Then Stopped**



Laugh Out Loud Funny

So your friend emails you, and the subject of the email is, **DUDE YOU ARE GOING TO LAUGH SO HARD**. After reading the email, you email him back with three letters, **L.O.L**. But did you really laugh out loud, of course not, the email was stupid. You should have said **DELI** instead.

**Didn't Even Laugh Inside**



Laugh Out Loud Funny

**SUGAR  
DADDY**

3 “stereotype” print ads



## Where's My **SUGAR DADDY?**

Some think I've got it good.  
Money, girls, dashing looks.  
But I don't have it all

**SUGAR  
DADDY**

**What's Missing**





## Where's My **SUGAR DADDY?**

*3 women and an expensive suit,  
you'd think I'd be smiling, right?*

**SUGAR  
DADDY**  
What's Missing



## Where's My **SUGAR DADDY?**

*I don't care about your little dog, or dancing  
or how "Fly" I look in this suit  
You'll never compare to my real love*

**SUGAR  
DADDY**  
**What's Missing**

# Hot Wheels



# The Broken Toy Face

Hot Wheels toys  
are made to play with, not break.  
Ballistik's cars transform from a ball  
into a cool car.  
Throw them!  
Drop them!  
These toys can survive kids.



**Ballistik's,**  
a new era in toys  
<http://www.hotwheels.com/>

# *Swiss Airlines*





## The World Is In Your Hands

**B**reakfast in Berlin, lunch in London, dinner in Dubai, or dessert in Dublin. Any city is now within reach with SWISS. Enjoy the sights our planet has to offer. SWISS serves 72 destinations in 39 countries. With SWISS's business class you can fly wherever you want, in luxury.

Fly SWISS and say you have seen the world. Don't settle for ordinary. Let your imagination run wild, and then let it come to life. With thousands of flights to choose from no desitation is too far away.

 **SWISS**  
Go Global.

:30 Radio Spot  
SWISS  
“Go Global”  
07.07.10

SFX: Plane takes off and lands.

Person 1: Hola (Spanish) 2 seconds

Person 2: Nee How (Chinese) 2 seconds

Person 3: Hallo (German) 2 seconds

Person 4: Ciao (Italian) 2 seconds

Person 5: Bonjour (French) 2 seconds

Person 6: Kumusta (Filipino) 2 seconds

Person 7: Kon'nichiwa (Japan) 2 seconds

Person 8: Aloha (Hawaiian) 2 seconds

Person 9: Hello. Welcome, thank you for flying SWISS.  
(English) 4 seconds.

Announcer: When you fly SWISS, you get the opportunity to brush up on another language. Don't settle for the same old life. Fly with the international hub of the world. SWISS serves 72 destinations in 39 countries. With thousands of flights to choose from, no destination is too far away. Go Global.

# Swiss International Air Lines Ltd.

P.O. Box, 8058 Zurich Airport  
Switzerland

Phone: +41 848 773 773

Fax: +41 44 564 21 27

media@swiss.com

swiss.com

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FOR IMMEDIATE RELEASE

Save money on airfare during “SWISS-MAS”

WORLDWIDE- (December 2012) Beginning in the month of December, SWISS Airlines will launch its 2012 SWISS-MAS holiday savings campaign. This event is to slash holiday travel prices all over the world. This is the first time SWISS has offered this special event. Every single flight will be reduced by \$100.

Throughout the month of December people can fly across the world and save \$100 dollars on every single ticket they purchase. This includes all SWISS, Lufthansa, and Star Alliance flights. These holiday flights will be important to several holiday travelers.

“The holiday month of December should be about family, being with the ones you love in whatever country you live in, it shouldn’t be about financials. These reduced ticket prices are a way for SWISS to help make the holidays an easier time for families all over the world,” says Harry Hohmeister, president and CEO of SWISS. “I think one of the reasons this campaign will be successful is because holiday traveling is important to a lot of people.”

SWISS estimates that they will save travelers over 100 million dollars combined. This will make the holidays a much more enjoyable time period for all. An important point that should not be understated, is that flights will also be reduced by \$100 for Dec 30th and 31st for the New Years Eve travelers as well.

For more information about the SWISS-MAS campaign visit their website.

<http://www.Swiss.com>



**EXPRESS YOURSELF**



**EXPRESS YOURSELF**



**Photo Shop Abilities**

# Train 3d effect

Think Outside The Box



*Vincent Vitale*

# Kobe and Shaq Stencil

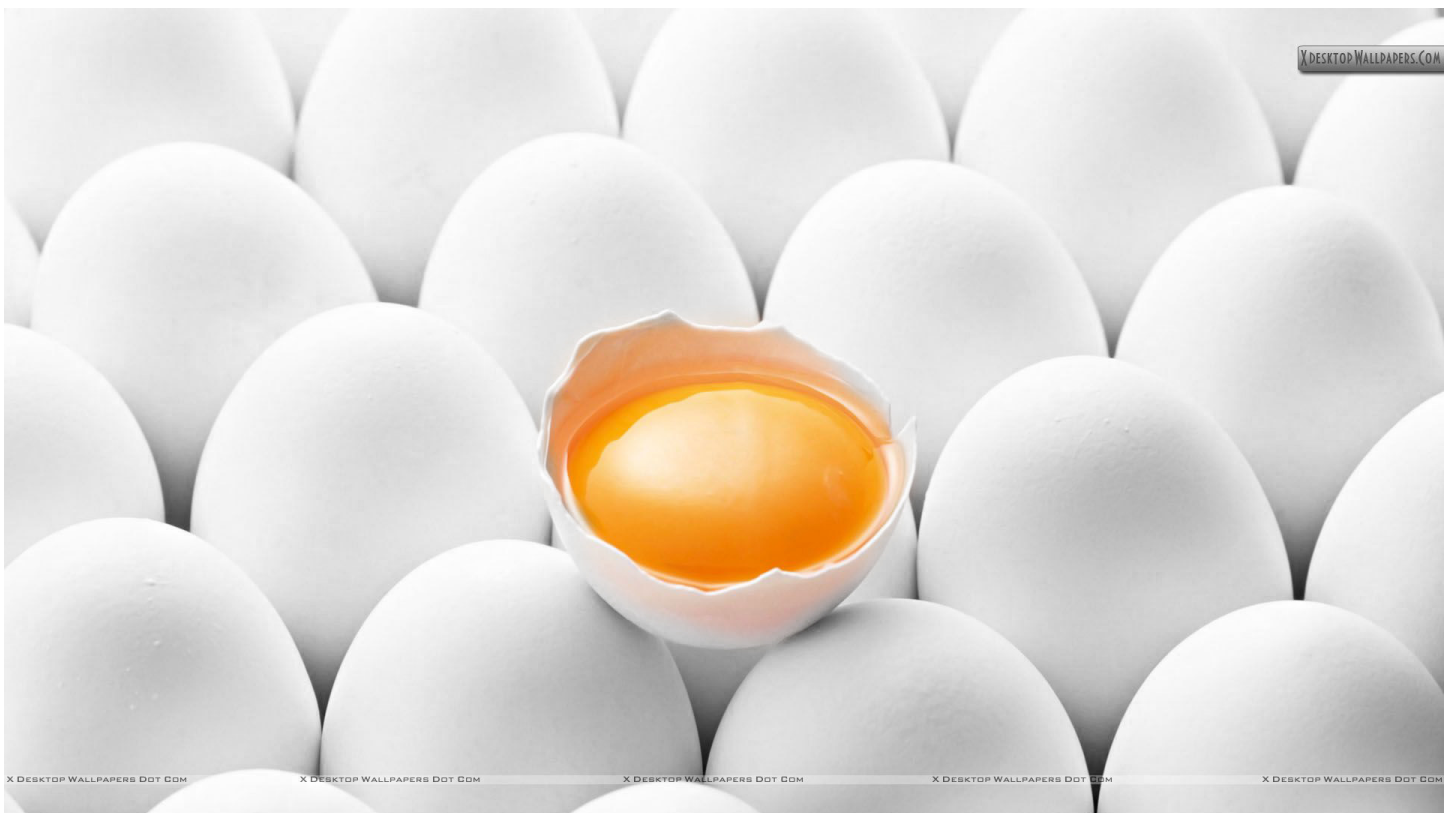




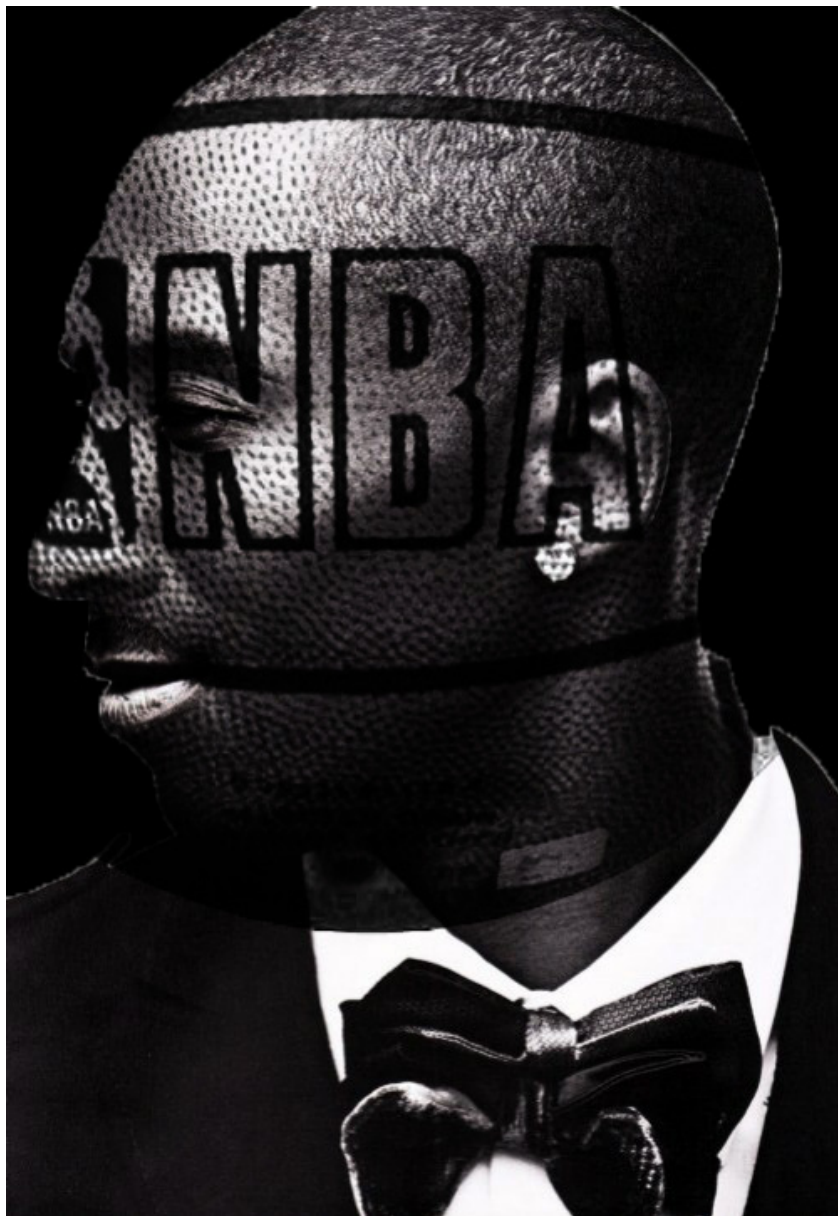
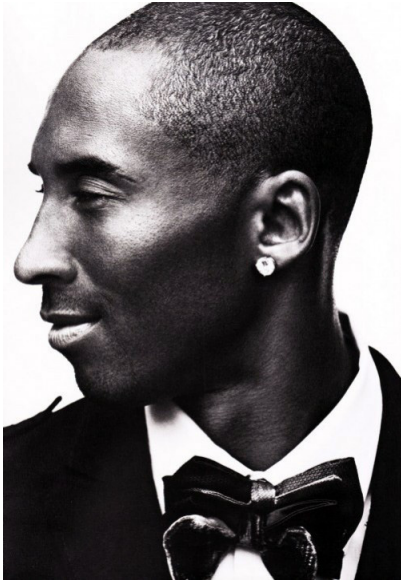
# Blur Effect



# Feature Color



# Kobe Becomes 1 with the basketball



# Showing Motion



# Arrow Effect





Coloring Effects



