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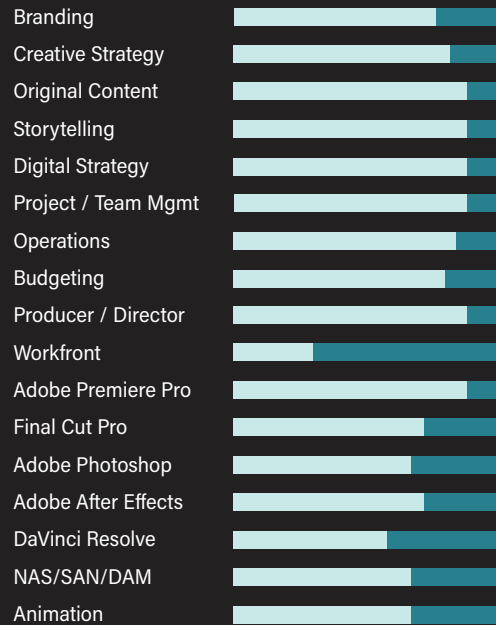
walterbiscardi.com

LinkedIn | Instagram | Food & Travel Blog

### HONORS

Honors and credits include multiple Emmy, Peabody & Telly Awards.

### SKILLS



### PERSONAL

I am my mother's son who loves to cook and entertain friends around the dinner table. I proudly served on the Board of Directors for *Pilots-N-Paws*, the largest animal rescue group in the US. At home you'll meet our four-legged children, Molly the Wonder Dog along with felines Bert and Ernie. When not at home, you'll probably find my wife and I either on a cruise ship or on a culinary adventure.

# WALTER BISCARDI JR CREATIVE DIRECTOR | VP CREATIVE SERVICES

Award-winning creative who drives all aspects of content creation and implementation including media, video, print, animation and live experiential to deliver innovative storytelling and branding. Accustomed to high pressure situations, operates with a strong sense of urgency, confident leadership and delivers results-oriented storytelling within budget and deadline every time. Can contribute by:

- Leading teams in the development of creative campaigns that ensure ROI.
- Developing streamlined workflows, improving creative efficiencies.
- Targeted improvement and redesign of creative facilities.
- Managing many projects at once, delivering breakthrough creative solutions.

### CAREER HISTORY

#### 2017 - Present. CREATIVE DIRECTOR: Georgia-Pacific LLC.

*Leading manufacturer of tissue, pulp, paper, packaging, and building products with household name brands such as Brawny, Quilted Northern, and Dixie cups and tableware.*

- Lead the conception, direction and implementation of original content across all media and live events to increase brand awareness, improve company communication, and generate new revenue streams.
- Strategized and creating positive image campaigns to improve company perception. Georgia-Pacific is often viewed negatively by public due to operations in logging/timber and political biases.
- Implemented agency workflow, led upgrades to creative studios improving departmental perception and increasing project pipeline. Realigned production rates in GP Studios and led upgrades in post-production facilities & field production to improve creative output quality.
- Identified opportunity to implement project tracking system. Identified and rolled out Workfront management system to increase efficiency & eliminate redundancies.

#### 2001 - 2017. CREATIVE DIRECTOR: Biscardi Creative Media.

*Award-winning media production company producing for a global audience and global clientele, focused on quality storytelling.*

- Architected the design, creation, and delivery of all media content to clients including *Food Network, Cooking Channel, Sesame Street, PBS, ABC News, Bridgestone Golf, PING, The Carter Center, Bill and Melinda Gates Foundation, Kroger and Home Depot Racing.*
- Designed a creatively efficient production studio encompassing production, post-production, asset management, insert studio and client amenities in a 6000 sq. ft. custom building.
- Led the Creative and developed production processes and workflows for feature documentaries and broadcast programming, including *Good Eats* with Alton Brown, resulting in maximum efficiency, creative quality and meeting stringent distribution specifications.
- Researched, developed concept and pitch documents for an original OTT lifestyle network. Delivering "Life Worth Living," *Contemporary Living Network* was designed as an SVOD delivering quality programming and information on travel, food, home, fitness and pets.

#### EARLIER:

#### 1998 to 2001. CREATIVE DIRECTOR & PARTNER, ACME Digital Design, LLC.

Led all editorial, motion graphics, 3D animation and live events for predominately corporate clientele including *Kroger, North American Mission Board and Edwards Fine Foods.*

**Additional:** Senior Video Editor, Primerica Financial Services; Studio Manager, Foxwoods Resort Casino; Video Editor and Producer, CNN.

