

Miriam Sorrentino

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Academic Positions

2006 – 2015	University of Greenwich	Course Leader Brand Communications Digital and Graphic Design BA
2015	LCC UAL	Associate Lecturer Advertising BA
2005 – 2015	Lambeth College	Course Leader Graphic Design Graphic Design BTEC

Publications

2009 – 2014	Laurence King AUTHOR	Creative Advertising: An Introduction 1st ed. Sorrentino, M, 2014.
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Advertising Work History

2011 - 2015	Calm Publishing HEAD OF ART/MARKETING	The Audition Room Integrated campaign and brand development Best XI Imprint Integrated campaign and brand development D.I. Malinson Brand identity and book jackets Jane Wynter Brand identity and book jackets Calm Publishing Brand identity and marketing
2010	Kodu Digital CREATIVE	Discovery Channel - Gold Rush Microsite and pitch work VW Commercial Vehicles YouTube and Facebook channels Motorola microsite and pitch work
2006 – 2008	Ebb&Flow CREATIVE	Lucky Strike integrated campaign Mayor's Office various digital, print campaigns and printed materials
2004 – 2006	Freelance CREATIVE & DESIGN	Euro RSCG, Ebb&Flow, Joshua, The Body Shop, Fuzion cafe chain (Czech Republic), Del Villar, Maison159

2003 – 2004	Leo Burnett CREATIVE	McDonald's print, TV, radio Bounce TV idents. Fiat several radio campaigns. Western Union TV and Press campaign for Eastern Europe. Nintendo radio Kellogg's Nutrigrain print, radio, TV
2000 – 2003	D'Arcy CREATIVE	P&G Always print, TV, Radio and ambient campaign. Mars Cesar print and TV Philips TV and print COI Surestart print Fiat print and radio
2000	Wunderman CREATIVE	Citibank print and DM
2000	Grey Interactive CREATIVE	Cartoon network Digital and WAP P&G Digital and Integrated
1998 – 2000	Publicis FCA CREATIVE	Milk Marketing Board ambient Home Choice Integrated Smoking Helpline Integrated pitch Hotpoint TV Welsh Tourist board print and ambient
1997 - 1998	Freelance CREATIVE	Mother, Spirit, Gotham, Banks Hoggins O'Shea, Milch

Associated Activities

2010 - 2011	TUC 60' Ad competition	Judge and advisor Workshops and seminars
2003	D&AD/IPA Women's Work Show	Exhibiting Art Director
2003	D&AD Education	Mentor, interviewee
2003	Annual Aerial Awards	Judge
2003	February Aerial Awards	Judge
2002	P&G Design Think Tank Cincinnati	D'Arcy's Art Direction consultant

Professional skills

Proficient skills for Mac and PC Adobe Photoshop and Illustrator

Campaign creation & Ideation

Art Directing Multiple TV and Print Shoots, supervising retouching and post production work

Selection of Branded Events and Production Design Minx Set Design 1990 - 1998

Manhattan Loft Company	35mm Cinema Commercial for Mustoe, Merriman, Herring and Levi Thornton Griffin Productions. Dir. Neil Barstow.
Cream On Ice	New Years Eve Branded Cream experience. Queensway Ice Rink
Scottish Tourist Board	Branded Conference Event. Hilton London Metropole.
Blue Yellow	BBC/FR2 TV co-production. Performed by Sylvie Guillem. Choreographed by Jonathon Burrows. Dir. Adam Roberts.
Scenes from a buried life	(British Premier) Elms Lester West End. Estate of Charles Bukowski. Blue Bus Theatre Co. Dir. Clive Saunders.
Channel 4 Sitcom Festival	Riverside Theatre. Various Directors.
Sweet Boys	The Place Theatre and International tour. Clairerussensemble. Choreographed by Claire Russ.
The Emigrates	Channel 4/ Arts Council docu-drama. Produced by Isabelle Tracey. Dir. Pier Wilkie.
Anton & Minty	BFI Production. Produced by Tall Stories. Dir. Alnoor Dewshi