

**joe musicco**

professor / former creative director + copywriter  
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**education**

master of design in advertising, ocad university, 2011  
hyper island master class, seoul, 2011  
the semiotics of advertising, university of toronto school of continuing studies, 2005  
media copywriting, school of media studies, humber college, 1997  
b.a. (hons) political science and french, king's college, the university of western ontario, 1996

**employment**

sheridan college  
professor / pilon school of business  
jan 2015 to present

centennial college  
professor (sessional) / school of media, communication and design  
fall 2014 to spring 2015

kobo books  
vp creative director / 2013 to 2014  
(global brand lead)

cheil canada  
executive creative director, managing partner / 2011 to 2013  
(samsung, personal injury alliance)

maclaren mccann toronto  
group creative director / april 2011 to nov 2011  
(chevrolet, lotto 649)

bensimon/byrne toronto  
associate creative director / 2005 to 2011  
(hyundai, loblaws, canadian football league, scotiabank, concerned children's advertisers, ufc)

grip limited toronto  
associate partner / 2005  
(honda, stella artois)

maclaren mccann toronto  
senior copywriter / 2003 to 2005  
(pontiac, chevrolet, xbox, tylenol, coca-cola, rogers wireless)

bensimon/byrne toronto  
copywriter / 2000 to 2003  
(molson, miller high life, canadian football league, ontario lottery and gaming)

tbwa\chiat\day toronto  
copywriter / 1997 to 2000  
(nissan, panasonic, sears, shoppers drug mart, infiniti, moosehead, absolut, td bank)

**awards + achievements**

silver snail/feb 2013 luerzer's archive  
silver/cfl/2011 extra awards  
best use of media/ufc/2011 extra awards  
newspaper single/ufc/2011 applied arts annual  
newspaper single/cfl/2011 applied arts annual  
best in show/ufc/2011 best on page awards  
silver/sustained success/hyundai/2011 cassies  
silver/automotive/hyundai/2011 cassies  
bronze/success despite the recession/hyundai/2010 cassies  
newspaper ad, single/hyundai/2006 ad + design club of canada  
radio/miller high life/2004 communication arts  
advertising miscellaneous/xbox/2004 ad + design club of canada  
outdoor series and single/molson canadian/2004 applied arts annual  
finalist / outdoor / molson canadian / 2003 london international advertising awards  
silver/poster/molson canadian/2003 ad + design club of canada  
merit/outdoor campaign/molson canadian/2003 ad + design club of canada  
finalist/tv/molson canadian/2002 london international advertising awards  
gold & best in show/tv campaign/canadian football league/2002 bessies  
silver/television campaign/canadian football league /2002 marketing awards  
certificate/television/panasonic/1999 london international advertising awards  
best advertising copywriting/chiat day christmas card/1999 ad and design club of canada  
newspaper ad, single/td bank/1999 ad and design club of canada  
finalist/print campaign/chiat day 10 year anniversary/1999 new york festivals  
shortlist/home entertainment/panasonic/1999 clios  
finalist/panasonic/1999 bessies  
certificate/non-traditional campaign/chiat day 10 year anniversary/1999 marketing awards  
finalist/television/panasonic/1998 new york festivals  
finalist/cinema/panasonic/1998 new york festivals  
best television series/panasonic/1998 applied arts awards annual  
shots reel #47/july 1998/panasonic/cannes contenders

**other**

+member of actra (voiceovers)  
+co-wrote a 14 minute short film 'rubbing elbows' for the movie network  
+mbti certified practitioner  
+kairios values perspectives / certified consultant