

Profile

Building brands and driving sales for a diverse client base of domestic and international companies.

Professional Summary

Comprehensive marketing and advertising experience for a wide range of consumer and B2B clients: banking, broadcast, Internet, manufacturing, automotive, fashion, sports franchises, retail chains, performing arts, casinos, colleges, civic organizations and nonprofits.

His background and skills include: Award winning creative development and execution, including graphic design, print, package design, collateral, sales marketing materials, direct mail, outdoor/transit, radio, television, video, websites, online, trade show displays, and major promotional programs. Media strategy, planning, buying and post buy analysis. Focus group planning and testing. Production cost management, supplier negotiations, and print engineering expertise.

Experience

Owner

Granville Group – Integrated Marketing Communications

1987 – Present

Partial Client List : ATE/Ryder, Commerce Home Mortgage, BART (Bay Area Rapid Transit), California Grand Casino, Club Corp, Cumulus Media (KNBR/SF Giants/SF 49ers/Oakland Raiders, KFOG & KSAN), GasBreaker/Plus One Safety Products, KCBS FM/Los Angeles, KRLD/Dallas, KYXY/San Diego, Livermore/Amador Transit Authority, Montblanc Inc., San Francisco Flower & Garden Show, Strategic Marketing Communications, Sugar Bowl Ski Resort, Topica, University of Texas (UTEP), Viacom Television, Web Communications Group (LentiClear Lens, Animated Printing & Packaging, JacoTech), Wentz Bros. Winery and WJXL/Jacksonville.

Partner & Creative Director

Taylor Spencer Granville

1980 – 1987

Supervised all creative work at full service advertising agency. Account supervision and new business development, management of creative and media staff, creation of in-house systems and procedures.

Clients: Alfa Romeo of America, California Magazine, Ghirardelli Square, Grubb & Ellis, Kawai Pianos, KCBS/San Francisco (San Francisco 49ers, Golden State Warriors, Stanford University, San Jose State University), KDFC, KOIT, Lucasfilm, Marriott Hotels, Meyer Corporation, Pebble Beach Sportswear, Peppermill Restaurants & Casino, San Francisco Ballet, San Francisco Opera, among others.

Selected Accomplishments

LIMBS International, Inc. (El Paso, TX)

- Conceived and promoted new name brand identity to establish LIMBS as one of the leading nonprofit international organizations for low cost, high quality prosthetics in the developing world. General consultation and creative services for major fundraising activities, logos, website design, direct mail, and collateral materials.

California Grand Casino – Pacheco, CA

- Comprehensive marketing to promote the card room throughout the Bay Area, including the grand opening launch of their new facility. Created all broadcast, print and collateral materials. Executed all media planning and buying, online and social media campaigns, and public relations. Voted Best Casino in the East Bay.

Cumulus Media, Inc. (formerly Susquehanna Radio Corporation) – San Francisco, CA

- Created, launched and promoted new brand identities for KFOG and KSAN The Bone, including logo development, multi-media advertising campaigns using television, outdoor/transit, print, direct mail and specialized collateral. Also, handled broadcast production, direct mail and media planning and buying for KNBR. Successful marketing programs contributed to top listener ratings and increased media billings year after year.

BART (Bay Area Rapid Transit) – Oakland, CA

- Served as a marketing consultant for numerous mass market consumer and system-wide campaigns to increase ridership and safety, designed and supervised the printing of annual reports, created all Earthquake emergency communications, handled many special promotional projects and partnered with ATE/Ryder on BART's Extension Program, including videos and community outreach projects.

Meyer Corporation – San Francisco, CA & Hong Kong

- Responsible for the creation of marketing materials and account management for the world's largest housewares company. Created packaging and promotions for new product lines for consumers and major international retail buyers using custom presentations, print, direct mail, collateral and public relations.

Recognitions

- Numerous Awards for Creative Excellence, including: Addys, Broadcast Promotion and Marketing Executives Awards, San Francisco Ad Club, San Francisco Society of Communicating Arts, Telly Awards, etc.

Education

- BA in Film Studies, University of California at Santa Barbara
- (Studied English at Willamette University and U.C. Berkeley)

Publications

- "Tony Tucci" – novel/thriller – 2016