







JOANNE O'BRIEN RIETTA

 2517 23rd Street
Santa Monica, 90405

 (310) 266-2115

 joannerietta@gmail.com

 [Joanne O'Brien Rietta](#)

CLIENTS

GOOGLE
FACEBOOK
IBM
JACK IN THE BOX
NIKE
DREYER'S ICE CREAM
CANNONDALE
STARZ NETWORK
ALASKA AIRLINES
HIPPO INSURANCE
BEN HOGAN GOLF
EMERSON COLLECTIVE
JIMMY JOHNS
WE THE ACTION
LUNA GRILL
ILLY
SKE ENTERTAINMENT
IVANHOE PICTURES
GEOFFREY KENT SAFARI
XQ INSTITUTE
RIO DIGITAL AUDIO
GAMESHOW NETWORK
PETS.COM
PACIFIC BELL
SOUTHWESTERN BELL
TLC NETWORK
AUTODESK
ISTONER
MARK CROSS
DEXTER SHOES

PERSONAL SNAPSHOT

Bridge-Builder · Problem Solver · Results Driver · Culture Keeper ·
Creative Ally · Strategic Thinker · Left Hander · Coach's Kid ·
Unapologetically dumb for dogs

EXPERIENCE

NOMAD CREATIVE STUDIO Santa Monica, CA
Managing Director - May 2018 – Present

- Responsible for building start-up creative studio servicing clients from strategy and creative through production and post-production
- Manage all high-level client relationships and new business pitches
- Responsible for all financials related to the creative studio and its short and long-term growth

UNIVERSITY OF SOUTHERN CALIFORNIA Los Angeles, CA
Adjunct Professor - August 2017 – Present

- Introduction to Advertising Professor
- Part of small team reimagining the Advertising Minor and developing plan for an Advertising Major

CONSULTING WORK Santa Monica, CA
Marcom Consultant – October 2015 – May 2018


- Developed and managed immigration, social justice and education initiatives for social accelerator, Emerson Collective
- Crafted alternate brand positions for Jimmy John's restaurants
- Designed and led workshops for brand exploration and development for several brands
- Developed brand story for entertainment organizations investor presentations


MEDIA ARTS LAB/FOR GOOD Los Angeles, CA
Freelance Group Account Director - May 2016 – May 2017

- Member of Management Team accountable for running operations
- Responsible for negotiating contracts and scoping teams
- Senior Account lead - building results, strong client relationships, an exceptional team and long-term strategy



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AWARDS

10 EFFIE AWARDS

EXPERIENCE

SECRET WEAPON MARKETING Santa Monica, CA
Group Account Director - May 2002 – January 2016

- Managed team responsible for \$100 million Jack in the Box advertising account.
- Partnered with Jack in the Box Marketing Department on product and brand strategy to close gap between ad campaign and consumer experience in-store.
- Led development of Munchie Meal late night product and communications.

TBWA\CHIAT\DAY San Francisco, CA
Group Account Director - August 2000 - May 2002

GOODBY SILVERSTEIN & PARTNERS San Francisco, CA
Account Director - April 1998 - August 2000
Account Manager - August 1996 - April 1998

ANDERSON & LEMBKE San Francisco, CA
Account Supervisor - September 1995 - August 1996

KIRSHENBAUM & BOND New York, NY
Senior Account Executive - January 1994 - September 1995

PAGANO SCHENCK & KAY Providence, RI
Account Executive - June 1990 - January 1994

LEONARD MONAHAN LUBARS & PARTNERS Providence, RI
Assistant Account Executive - April 1989 - May 1990

EDUCATION

BRYANT UNIVERSITY Smithfield, RI
1989 Bachelor of Science in Business Administration - Marketing