

# JOSEPH J. (BUZZ) ALONZO JR.

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## MARKETING & ADVERTISING EXECUTIVE

### Brand Positioning & Messaging ■ Pre / Post-Production ■ Operations Management

- **PRODUCT MARKETING** – Extensive experience across the full life-cycle of the creative process including concept development, product development, pitching, art direction (traditional and digital), copy editing, production, special effects, and post-production work. Deep expertise in television, digital, and print mediums; niche work with kids, tween, teen, and adult demographics.
- **CAMPAIGN/PRODUCTION EXPERTISE** – Dual experience as executive producer; known for ability to deliver campaigns with exceptional production value while optimizing resources and keeping within budgets.
- **MARKETING OPERATIONS** – Skilled at recruiting and managing production teams, handling production scheduling and logistics, negotiating with vendors and unions, overseeing budgets and project time lines, and managing client expectations. Knack for turning around at-risk accounts and cultivating client loyalty.

### BRANDS SNAPSHOT

PEPSICO ■ GENERAL MILLS ■ DISNEY ■ NABISCO ■ PEUGEOT  
VISA ■ DANNON ■ JET BLUE ■ AJ GREETINGS

## PROFESSIONAL EXPERIENCE

### DDB WORLDWIDE COMMUNICATIONS GROUP, New York, NY, 1990 to 2012

SENIOR PARTNER  
MARKETING DIRECTOR  
2006 to 2012

SVP  
CREATIVE DIRECTOR  
2000 to 2006

SVP  
ASSOCIATE CREATIVE DIRECTOR  
1995 to 2000

VP  
EXECUTIVE PRODUCER  
1990 to 1995

Set the strategic direction and creative vision for multi-channel (television, web, and print) campaigns for a 24-account portfolio including consumer packaged goods, technology, and financial services. Liaised between client and creative teams to ensure campaigns met client business objectives, engaged target demographics, and were within budgetary and production requirements. Managed budgets up to \$5M and teams of 10 to 12.

### ACCOUNT WINS

- Consistently achieved best client “grades” in agency’s history and transformed “C” grades to “A” grades, which translated into millions of dollars in agency bonuses.
- Rescued Peugeot account and salvaged millions of dollars in business by creating product messaging and test spot that cut production costs in half.
- Reinvigorated General Mills’ Crunch & Munch and Chip Dip brands and Nabisco’s Fruit Drinkables and Juice-to-Go brands by developing campaigns that appealed to both kids and “gatekeeper moms.”
- Launched campaign for Sweet Tea in Dubai that exceeded sales expectations by 200% and opened new doors for the agency with Nabisco’s business in the region.
- Saved Jet Blue campaign that was about to be scrapped due to budget restrictions by trimming proposed production costs in half without compromising messaging or authenticity.
- Retained Frito Lay as a client following a failed campaign by re-editing previously shot footage to create a different story line but deliver same strategic message. Rebuilt relationship and trust; saved face for the agency.

- EFFIE AWARD, HONEY TREATS CEREAL CAMPAIGN
- GENERAL MILLS’ ADVERTISING EXCELLENCE AWARD
- MIXX AWARD, FRITO LAY INTERACTIVE WEBSITE
- ANDY AWARD
- CLIO AWARD
- INTERNATIONAL FILM & TV FESTIVAL
- ADVERTISING AGE’S BEST
- TV SPOT, 10 BEST SUPER BOWL ADS OF ALL TIME

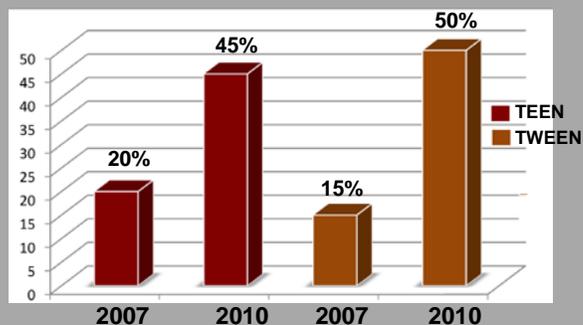
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## MARKETING INNOVATION

- **Launched Choco-Bits cereal brand** with General Mills' Head of Product Development. Product quickly exceeded expectations for sales growth and market share.
- **Propelled Honey Treats cereal brand to the #3 spot.** Launched new television spots, print, national sampling tour, and an award-winning website.
- **Created concept for international campaign for Folger's Coffee** that included development of branded, but culturally relevant commercials in close to a dozen countries and significantly increased sales in Europe and Asia.
- **Extended Dannon brand reach into tween and teen demographics.** Leveraged relevant trends, jargon, and pop culture to customize messaging and capture new market share.
- **Revitalized Sunny Delight brand by creating an innovative, award-winning "Sunny Days" campaign** that resonated with kids, achieved exceptional brand recognition quickly, and boosted sales in test markets by 50%.
- **Catapulted Fruit Drinkables to status as #1 Nabisco brand kids would tell their friends about** (source: Q study measuring equity and appeal of brands with children). Conceptualized and executed on commercials and created inaugural digitized CG campaigns.
- **Produced Super Bowl commercial for Visa that was rated #1 for the event and #7 in TV Today's Top 10 Super Bowl ads of all times.**
- **Produced the first Pepsi spots for cinema** and the company's 7-minute corporate history film.

*"Buzz provides great stewardship and inspires groundbreaking and innovative work. His passion and ownership of the brand is clear in the work developed. His dedication extends beyond the marketing."*  
Category Director, General Mills

### Dannon Teen & Tween Market Capture



## EARLY EXPERIENCE

**FOX AGENCY**, New York, NY, 1988 to 1990

ART DIRECTOR & PRODUCER

**TREVOR DAY SCHOOL**, New York, NY, 1985 to 1988

FINE ARTS TEACHER

## ADDITIONAL CREATIVE WORK

Authored and illustrated 3 children's books, *By the Sea*, 2008, *You and Me Will Always Be*, 2009, and *Bart's Cart*, 2012 (available on Amazon.com).

## EDUCATION

B.F.A., Moore College of Art & Design, Philadelphia, PA, 1985

Buzz had a long and successful career at a top agency and he had worked on marketing campaigns for some of the world's most recognized brands. Even though he has been in the industry for quite some time, he continues to be relevant and we wanted to create a presentation that showed how tuned-in he was to youth and pop culture so we made sure to focus on wins in new media and the youth market. We also incorporated his social media icons and a QR code to show he was active in these communities and engaged in newer technologies.

From a design perspective, we were able to have a bit more fun since advertising is less "buttoned up" than many other industries, but we still wanted to craft a tasteful presentation, so more muted colors and subtle design elements were selected.

To make his accomplishments stand out we front-loaded and bolded his achievements to show impact and we added a text box showcasing some of the brands he has worked with since so many of them had exceptional name recognition.