

# Tony Romeo

## Creative Director

Post Office Box 286 / North Salem, NY 10560  
914.263.8484 / Cell  
romeo.anthonyj@gmail.com  
www.romeotony.com

### Creative History

Tony Romeo began his advertising career when he was hired by Bill Bernbach at Doyle Dane Bernbach, working on American Airlines, Michelin, Volkswagen, Sony, Hershey Foods, IBM, and GTE. Named a Group Creative Director, at DDB, he managed accounts for Michelin, Hershey Foods, Merck Pharmaceuticals, CIGNA Insurance and most recently, ExxonMobil and Georgia Pacific.

Joining Lord Einstein O'Neill & Partners in 1987, as a creative director, accounts included IBM Corporate, SAAB and WNBC – TV News 4 New York.

At Scali McCabe Sloves accounts included Pepsi, Waldenbooks and Marriot Corporation.

### Education Highlights

A Graduate of The School of Visual Arts in Advertising, NYC, he has been teaching at SVA for the past 20 years. Teaching concept to numerous students, his travels have taken him to various destinations, such as Nairobi, Kenya in East Africa giving numerous lectures on Advertising and the power to change minds and influence cultures for the good of humanity.

In 2003, Andrews University, in Berrien Springs, Michigan, awarded Tony Romeo, the Honorary Degree of Doctor of Fine Arts for his work in Advertising and work performed on behalf of humanitarian causes and his positive influence on students and society.

He holds a BA degree in Religion from Atlantic Union College, South Lancaster, MA

### Client Relationships

Throughout his career, outstanding client relationships have been a trademark of his work, having served on creative assignments for IBM, Michelin, CIGNA, Hershey, ExxonMobil and Georgia Pacific.

He is a much sought after speaker on the business of Advertising, giving seminars throughout the nation. Tony dedicates a good portion of his life to counseling young people on life choices and educational goal setting and achievement.