



Joe Musicco

Professor, Creative Director, Copywriter, and Speaker

I specialize in curiosity.



joe.musicco@sheridancollege.ca



416 803 3053



Toronto, Canada



joemusicco.com



linkedin.com/in/joemusicco



@apothegmatic



medium.com/@joemusicco

SKILLS & COMPETENCIES

Creative Direction

Integrated Marketing

Creative Problem Solving

Digital Marketing

Advertising

Brand Development

Copywriting / Storytelling

Pedagogy

Speaking

Critical Thinking

Curiosity

Persuasion

People Management

Creativity

Strategy

WORK EXPERIENCE

Professor

Sheridan College | Pilon School of Business

01/2015 – Present

Mississauga, ON

I teach business students how to come up with big ideas. It's as great as it sounds.

- Faculty course lead/course developer in the Advertising and Marketing Communications program
- Professor in the Bachelor of Business Administration (BBA) program: Creative Learning Portfolios
- Principal expertise: marketing, brands, creativity, design, and the scholarship of teaching and learning

Sessional Instructor

Centennial College | School of Communications, Media, Arts and Design

10/2014 – 04/2015

Toronto, ON

Instructed three courses and developed one for the Advertising and Marketing Communications program.

VP, Creative Director

Kobo

07/2013 – 04/2014

Toronto, ON

Senior manager and lead brand steward at Kobo Books, a global tech company and digital reading platform.

- Built and led an integrated creative department of 16 within the organization
- Produced global transmedia creative for the Kobo brand – web, eCRM, PR, events, retail partnerships, apps, devices, media launches, online videos, social, content-driven ads, and integrated campaigns
- Laid the strategic and creative foundations for a new global brand positioning including establishing worldwide brand guidelines
- Collaborated daily with colleagues in user experience, app and device design, business development, channel marketing and customer acquisition, while owning a departmental P&L

Executive Creative Director, Managing Partner

Cheil Worldwide

11/2011 – 01/2013

Toronto, ON

Opened and co-led the Toronto office of Cheil Worldwide, a global agency network with AOR status for Samsung.

- Built the agency's creative department to a team of 12 with a focus on digital proficiency and integration
- Led national creative output across all of Samsung's business units (mobile devices, TV, tablets, computers, audio, appliances, brand) with an emphasis on technological convergence
- Grew the agency from 9 people to 32 in a little over a year, helping Canada become one of the crown jewels in Cheil's global roster
- Provided cultural and thought leadership both locally and at the network level

Group Creative Director

Maclaren McCann

04/2011 – 11/2011

Toronto, ON

Led all creative output for both the Chevrolet and Lotto 6/49 brands in Canada.

Associate Creative Director

Bensimon Byrne

06/2005 – 02/2011

Toronto, ON

Led all creative output for the Hyundai and Loblaws/President's Choice brands in Canada.

PUBLISHED ARTICLES & PRESS

Article
Brand purpose isn't dead. Yet. [↗](#)

Author
Joe Musicco

January 17, 2019

Article
A War of Values: The Rise of the Belligerent Brand [↗](#)

Author
Joe Musicco

February 8, 2017

Article
Is Hucksterism Making a Comeback? [↗](#)

Author
Joe Musicco

February 14, 2017

Press
Musicco brings creative expertise to Kobo [↗](#)

Author
Chris Powell

August 2, 2013
Marketing Magazine

Press
Apple and Samsung's Battle of the Brands [↗](#)

Author
Russ Martin

September 27, 2012
Marketing Magazine

Press
The year behind a 30-second TV ad [↗](#)

Author
Leslie Scrivener

February 7, 2010
Toronto Star

Teaching Portfolio Website
A Treatise on Teaching [↗](#)

Author
Joe Musicco

2017

EDUCATION

Master of Design in Advertising (MDes)
OCAD University

08/2008 – 08/2011

BA (Hons) - Political Science and French
King's College, The University of Western Ontario

09/1991 – 04/1996

Toronto, ON

London, ON

CONFERENCE PRESENTATIONS

D2L Fusion Conference (Upcoming) - Orlando, FL (07/2019)
Presentation Speaker - *Forget the Syllabus: Why We All Need a User Manual*

Lilly Conference on Teaching and Learning - Austin, TX (01/2019)
Presentation Speaker - *Forget the Syllabus: Why We All Need a User Manual*

Pecha Kucha Vol. 22 - Markham (02/2019)
Presentation Speaker - *On Failure: Why We Should Encourage Students to Fail Epically*

Lilly Conference on Teaching and Learning - Washington, DC (06/2018)
Presentation Speaker - *On Failure: Why We Should Encourage Students to Fail Epically*

SparkTalks - Mississauga (03/2018)
Presentation Speaker - *On Failure: Why We Should Encourage Students to Fail Epically*

COURSES

Advertising and Society
Duke University

2018

Hyper Island Master Class - Digital Acceleration
Seoul, Korea

2011

Semiotics of Advertising
University of Toronto

2005

CERTIFICATES

MBTI™ Certified Practitioner

Kairios Values Perspectives Certified Consultant

Level I & II Creative Problem Solving Courses - International Center for Studies in Creativity
Buffalo State, SUNY

LANGUAGES

English ● ● ● ● ● French ● ● ● ○ ○
Design ● ● ● ● ●

ACHIEVEMENTS

I've actually read all of Immanuel Kant's Critique of Pure Reason.
(It's very dry.)