



Jeff Caporizzo '92

Vice President/Creative Director,
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Jeff Caporizzo has over 20 years of experience in marketing and communications, recently joining Edelman from a small DC digital startup. Jeff has standout experience as VP/Creative Director at Ogilvy, and is now leading the content group for a 20MM digital practice at Edelman in DC.

He has a specialty in building brands – from concept, messaging and strategy to striking design and development. Jeff believes that good design must be built on insight that leads to a solid idea. He is a champion of the up-front work for great creative - research, insight, strategy and branding. Finally he measures his work against a single metric — Did the audience make it (campaign, product, message, brand) their own and share it?

Jeff has worked across media for a variety of clients big and small in the government, commercial, and non-profit space including Bayer, Centers for Disease Control and Prevention, Health and Human Services, Trader Joe's, Dupont, Association of American Railroads, Ford, Au Bon Pain, Novartis, HP, National Rural Electric Cooperative Association, NantucketLooms.com, MyDogBowl.com, Thunderbay1636.com, PropertyRoom.com, American Heart Association and Business Software Alliance.

You may have seen Jeff's work in AAR's – Freight Rail Works campaign now in its 7th year. He was a principal architect of this successful campaign as well as NRECA's – Our Energy Our Future clean-energy initiative, which to date has prompted over 5 million individual communications to congress from association members.

Jeff has been a speaker on brand development and marketing for the DC Ad Club, Washington Network Group and the American Marketing Association. Currently he is lecturing on digital marketing at the University of Maryland's Robert E. Smith School of Business.

Jeff lives in Silver Spring, MD. A practicing artist, he enjoys painting in his studio and spending time with his young son.