

Dominick Maiolo

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Career Highlights

- **Launched Nintendo Wii, Nintendo Switch, and Nintendo Switch 2.** Nintendo Switch 2 launch drove **85M+ U.S. sales** and delivered **breakthrough creative featuring Paul Rudd** that earned Nintendo a spot on **AdAge's Hottest Brands of 2025**.
- **Drove a modernization effort for KFC** as creative lead behind the **Saucy Nuggets Dispensary activation, Al Fiiiingers social campaign, and PlayFC kids meal program**—buzz worthy, award winning work recognized at **Cannes Lions, The One Show, ADC, ADDYs, LIA, and The Webby Awards**.
- **Brought Pokémon to the U.S.**, creating a multibillion dollar cultural phenomenon and continuing to lead advertising for all Nintendo Pokémon games.

Professional Experience

Executive Creative Director

Leo Burnett

2024–2025

- Led the creative vision for KFC's youth focused initiatives, producing modern, culturally relevant campaigns that revitalized brand perception
- Drove award winning experiential and social activations including **Saucy Nuggets Dispensary, Al Fiiiingers, and PlayFC**, earning recognition across major global award shows.

Executive Creative Director

Leo Burnett

1998–2023

- Oversaw long term creative stewardship for **Nintendo**, from the **Pokémon U.S. launch to Nintendo Switch 2**, delivering market moving campaigns that drove tens of millions of unit sales.
- Produced culturally resonant work that consistently blended entertainment, innovation, and measurable business results.

Skills & Expertise

- Creative Leadership & Vision
- Brand Transformation & Growth
- Integrated Campaign Development
- Cultural Storytelling & Pop Culture Activation
- Experiential & Social Innovation
- Award Winning Execution (Cannes, One Show, ADC, LIA, Webby)
- Business Impact: 85M+ Units Sold, AdAge Hottest Brands
- Author – 'The Deathruptcy Option' available on Amazon

Awards

KFC "Al Fiiiingers"

(2024/2025)

Webby
One Show
Clio
Art Directors Club
Cannes Shortlist
London International Awards - Gold

KFC "Nugget Dispensary"

(2024/2025)

ADDY – Local, National – Gold
Webby – Winner
One Show
Art Directors Club
Cannes Shortlist

Nintendo Switch 2 Launch

AdAge Hot Brands of 2025