

Who we are

Carrot Creative is a new-media marketing agency with global headquarters in Brooklyn, NY, specializing in social media strategy, design and development. We have the unique ability to take a project from initial ideation to full scale application development all under one roof.

By harnessing traditional marketing tactics and applying them to the social-web, Carrot understands how to position and execute marketing plans for businesses operating in the Internet age. Carrot's clients are among the most vaunted brands in the world, such as Major League Baseball, PepsiCo, Crayola, The Onion and the NFL.

We hold strategic partnerships with some of the world's leading advertising agencies and PR firms. Carrot Creative's growth is almost organically fueled by repeat business and long-term partnerships with key clients who recommend our work.

Who we work with



- 62% of views display the Manhattan skyline
- 17% of floors are AstroTurf
- 70% of staff have prior employment in a startup
- 61% of lighting is natural
- 10% of walls are covered in Idea Paint
- 4% of seats are stadium seating
- 68% of staff live in Brooklyn
- 15% of references dropped in meetings are from Arrested Development

What we do

Internet Innovation Services

Platform Integration
New Media Mash-ups
Flash Development
Syndication Technologies
Database Creation and Management
Client-Side Development
Server-Side Development
Content Management Systems

Brand Defense

Brand Design Strategy & Execution
Response and Monitoring
Style Guide & Development
Brand Asset Development

Social Media Education

Social Network Engagement Strategy
Widgets/Blogs/Podcasts/Video
Trend Reports and Analytics
Creative Workshops

New Media Marketing

Consulting
Blogger Relations Campaigns
Social Media Press Releases
Communications Plans
Influencer Relations

User Experience Design

Interactive Design
Website Development
User-centric Features
Usability Testing
Infographic Visualizations

Application Development

iPhone Applications
Mobile Applications
Flash + Air Applications
Interactive Desktop Tools
iPad Applications
Facebook Applications

Executive Team



Mike Germano
CEO



Chris Petescia
CPO



Kyle MacDonald
CTO



Darryl Ohrt
ECD

Preferred



Press Enquiries

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