

## CREATIVE DIRECTOR

*Production / Strategy / Storytelling*

A dynamic and collaborative creative strategist and leader with the ability to create, direct and produce innovative content to support growth initiatives across all communication platforms. Excellent oral/written communication skills with over 13 years of experience developing content that drives brand awareness and marketing initiatives. Accustomed to performing in fast-paced, deadline-driven environments with an emphasis on ensuring projects are completed on time and within budget.

## SELECTED HIGHLIGHTS

- Wrote and produced over 30 breakthrough broadcast commercials for Fortune 500 companies driving hundreds of thousands in sales and leads
- Authored scores of digital 360 multi-channel campaigns for a variety of brands and services
- Directed on-camera talent for multiple productions and broadcast spots while also voicing various national ads
- **Received the DMA Silver Echo Award for customer acquisition**
- **Received Silver Addy Award for Verizon campaign**
- Successfully conceived and developed two IPs
- Founder and partner of successful direct response agency

## CORE COMPETENCIES

- Complex Problem Solving
- Multi-Tasking/Prioritization
- Cross-Functional Collaboration
- Video Production
- Group Brainstorm
- Team Management
- Website Development
- Direct Response
- Quality Control
- Client Relations
- Lead Generation

## PROFESSIONAL EXPERIENCE

### **Loeb.NYC New York, NY 2017 – Present** **Creative Director**

- Wrote and co-produced numerous broadcast videos for various products including the #1 wine subscription service and breakthrough skincare product
- Generated and conceived scores of successful digital projects including an entire re-brand of umbrella start-up; Intense collaboration with high-level stakeholders; presented dynamic concepts to organization
- Serve as the co-creator of an innovative cutting-edge loyalty initiative for numerous high-profile brands
- Drive and aggregate thousands of new leads and customers for numerous startups, including: Firstleaf, Mercato, SiO Beauty, Nunbelievable,
- Collaborate closely with clients to assess needs, develop concepts and assist designing appropriate layouts
- Write copy for diverse uses, including online marketing, print ads, landing pages and robust e-commerce sites

## **Accenture Interactive 2011 – 2013**

### **Creative Director/Producer**

- Generated a creative new video re-branding strategy for higher educational institutions such as New England College, Valparaiso University and Florida Tech
- Created a new lead-generation website as well as microsites and extensive email, landing page and print campaigns to increase organizational awareness
- Assigned numerous other duties including event planning, marketing tools creations (brochures, etc.) and tracking responsibilities
- Increased overall marketing productivity by analyzing current trends and creating strategic business, technology and marketing best practices
- Significantly increased traffic and website placement by developing a new website focusing on SEO optimization

## **Modus Direct Sarasota, FL 2009 – 2011**

### **Creative Director/ Senior Copywriter**

- Responsible for originating and implementing the creative vision for the entire agency to ensure optimal business success
- Successfully pitched to a variety of new business clients, creating innovative DRTV spots driving thousands of leads
- Developed and implemented critical direct response strategies for the company leading to an increase in customer generation
- Increased awareness and popularity of the business through various social media and networking avenues including Facebook, Twitter and promotional events
- Maintained budget for all productions, oversee and assistant direct shoots
- All post-production supervision

## **acquirgy Petersburg, FL 2005 – 2009**

### **Creative Director/Senior Scriptwriter/Producer**

#### **\*\*Award winning DRTV**

- Conceptualized, wrote and produced numerous highly successful multi-channel 360 campaigns to enhance business recognition driving response
- Effectively managed a 15 person in-house creative team while monitoring for top productivity and efficiency
- Directed video marketing initiatives and produced television commercials and web content from concept to final delivery – delivered on time, under budget and increased brand awareness by over 75%
- Responsible for the management and oversight of numerous project details including communications and brand awareness
- Managed production facilities, equipment expenditures and vendor contract negotiations to ensure projects were delivered significantly under budget
- Produced and executed all visual and social media components supporting local and national campaigns
- Scripted external communications for press releases, videos and blogs

## **But wait...Digitas Norwalk, CT 2002 – 2005**

### **Copywriter \*\*Silver DMA Echo Winner!**

- Received the prestigious DMA Silver Echo Award for an innovative online game driving over 100,000 leads for Fortune 500 company

## ADDITIONAL CREDENTIALS

<b>TECHNICAL SKILLS</b>	Microsoft Office: Word, Excel, Power Point, Outlook; Adobe Premiere, Adobe Audition, Photoshop, UI, Production, Post Production, Social Media
<b>EDUCATION</b>	New York University and Purchase College
<b>AFFILIATIONS</b>	Board Member, Pinellas County Jewish Day School: 2007 – 2009
<b>VOLUNTEERISM</b>	Juvenile Diabetes Research Foundation, Jewish National Fund, The Humane Society
<b>INTERESTS/ACTIVITIES</b>	Guest lecturer Monmouth University Teaching/Coaching Theater & Acting (The School for Film and Television, New York/LA) International Broadway, Off-Broadway, Film & TV Acting, Science Fiction (Toy Robots & UFO Books), Music (Playing Guitar, Djembe & Didgeridoo), two cats Sammy & Sparkles and one dog, Lola

**References Available Upon Request**