

ALEX BLOOM

CREATIVE DIRECTOR | CREATIVE WRITER | CREATIVE PRODUCER

AWARD WINNING EXECUTIVE LEVEL CREATIVE LEADER WITH KEEN KNOWLEDGE OF CULTURAL TRENDS,
PASSION FOR BIG IDEAS, UNMATCHED WORK ETHIC, AND INCLUSIVE POSITIVE ATTITUDE

CREATIVE DIRECTOR – JUNE 2020

PET RESCUE PILOTS, 501c3: LOS ANGELES, CA

- Named company, created logo & brand aesthetic
- Led brand launch
- Created social media presence and led brand to over 20k followers in 5 months
- Designed, wrote, and coded website
- Designed and wrote all ads, brochures, social media posts, and CEO communications
- Led strategic development
- Created all press, sponsorship, and fundraising kits
- Wrote all press releases

CHIEF CREATIVE OFFICER, PRODUCER, MANAGING DIRECTOR – 2015–CURRENT

UNDER 1 ROOF PRODUCTIONS: FULL-SERVICE INDIE PRODUCTION COMPANY AND MARKETING AGENCY, LOS ANGELES

- Developed, wrote, produced, post-produced, and delivered the award-winning feature DADDY ISSUES, released in national theaters and now streaming Netflix
- Led creative and strategic development for all marketing clients
- Headed several successful new brand launches
- Comprehensive copywriting and art direction
- Website design and coding
- Recruited and facilitated focus groups
- Multiple new business wins
- Supervised teams of up to 50
- Produced several commercials, music videos, & pieces of digital content

CHIEF CREATIVE OFFICER, EXECUTIVE CREATIVE DIRECTOR, COPYWRITER – 2000–2005; 2008–2015

AVRETT FREE GINSBERG / INTERPUBLIC GROUP : FULL SERVICE ADVERTISING AGENCY, NEW YORK CITY

- Creative Director on some of the industry's most memorable 360 campaigns for clients like: Nestle Purina, Bacardi, HealthMart Pharmacies, ParLux Fragrances and dozens more
- Wrote and voiced the legendary Beggin' Strips commercial
- Played integral role in pioneering Purina into the digital age, ushering their pet portfolio into social media, and creating their first branded entertainment series
- Creator, Copywriter, and Creative Director of Purina's most successful brand launch to date
- Supervised creative department of over 30 copywriters, art directors, coders, and designers
- Multiple new business wins
- Agency rep for NYC High School Program Virtual Enterprises - led winning team
- Chaired agency's diversity committee
- CEO's personal speech writer
- Started as the company receptionist and rose to Chief Creative Officer
- During my tenure, agency expanded to Latin America, Europe, and Asia

AND...

- Adobe Suite, MS Office, WIX, SquareSpace, PowToon
- Creative Director: Source Marketing, Westport CT (Time Warner, French's, Skyy Vodka)
- High School English and Theatre Teacher
- Assistant/Contributing Writer: Late Night With Conan O'Brien
- Writer, Creator, Producer "Unleashed" – a top 10 iTunes comedy podcast
- Writer, Director, Producer "60 and Pregnant" viral sensation with over 2 million views
- BA: Dickinson College, Carlisle, PA
- Pianist, Musical Theater Director
- Animal and human rights activist; environmentalist

"The most talented person with whom I've ever worked." – Joe Petruccio, CCO, Avrett Free Ginsberg

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