

Innovative, prolific, award-winning content creator across traditional, digital, and social media. Vast experience as Executive Creative Director, Copywriter, and Commercial Director. Track record of success managing film sets, creative departments and clients. New business juggernaut. Mentor. Partner. Highly-engaged and enthusiastic. Ever curious. Inherently collaborative.

CREATIVE DEVELOPMENT • CREATIVE MANAGEMENT • LEADERSHIP • DIRECTING • BRAND STRATEGY • NEW BUSINESS/PITCHING • PRESENTATION • CREATIVE ADVOCATE + MENTOR • FOSTER POSITIVE ENERGY + TEAM ENVIRONMENT • LEAD WITH PASSION & PURPOSE •  
I CAN FIX IPHONES IN 20 MINUTES (less if my kids don't ask me how it's going every 30 seconds)

## PROFESSIONAL ACHIEVEMENTS

Fifteen + years managing creative teams and partnering with senior agency and client leaders on top-tier brands including FedEx, E\*Trade, BMW, MasterCard, Pepsi, UPS, Visa, IBM, Labatt Blue, Rolling Rock, Burger King, GMC, Charles Schwab, and more.

Conceived Rolling Rock Town Fair as brand immersion concept. Festival featuring The Red Hot Chili Peppers, Moby, and others showcased Rolling Rock hometown Latrobe, PA, and drew more than 30,000 visitors to experience this core brand equity firsthand.

Feature-film script Intro to Creation named Top Comedy out of 7000 entries in the prestigious Final Draft screenwriting contest; 1st runner-up in The 2015 Tracking Board Features Competition.

*Buzzfeed* called commercial for States United for the Prevention of Gun Violence *The Best Gun Control Commercial Ever Produced*. Officially the most organically viewed PSA ever with 180 million views, plus 2 compliments from President Obama, and 11 death threats.

## EXPERIENCE: FREELANCE

### Agency

May 2018-present

Deutsch/LA. BBDO/NY. Devito Verdi/NY. Phenomenon/LA. The Hooligans Agency/D.C.

### Direct to Client

Cedars Sinai Hospital - Smidt Heart Institute

WYP Essentials - Luxury sanitizer brand.  
Print/Social Campaign. Logo/Package Design.

Game Ready Performance - World Class Athletic Performance Training Facility  
Digital/Social Campaigns. Web Site design/copy.  
Increased enrollments nearly 150%, revenue more than 2x in 6 months.

Kathy Misrock Home Design - Los Angeles-based design firm  
Web site design/copy. Project photography. 3D renderings/design.

## EXPERIENCE: DIRECTOR

COMMITTEE/LA

Venice, California

2016-2018

### Director/Creative Director

Established creative studio at multi-disciplinary production house. Managed brand strategy practice and creative development of social, traditional, experiential, and branded content for direct-to-client projects. Led new business efforts resulting in 40% annual growth. Won key \$12 million media and creative project for millennial-focused shopping site, Hollar.com.

HARVEST FILMS

Santa Monica, California

2009-2016

### Commercial Director

Partnered with creatives and producers at Goodby, Silverstein & Partners, Ground Zero, BBDO, GSD&M, David & Goliath, DDB, Taxi, and numerous other top agencies in the US and Canada who trusted me to ensure their ideas turned out even better on screen than they were on paper.

RSA FILMS

West Hollywood, California

2006-2009

### Commercial Director

Recruited to join roster of elite directors at Ridley Scott's commercial production company. Directed award-winning commercials, short films, and branded content. Campaign for sleep aid Rozerem was featured on The Jay Leno show, The Simpsons, The New Yorker, and The Sopranos, and was named one of the top pharma spots of the millennium by Adweek.

**EXPERIENCE: AGENCY**

BBDO New York, NY 2000-2006

Senior Vice President / Senior Creative Director

Recruited for new business abilities to build tech-focused creative group. Led successful pitches for AOL, E\*Trade, Office Depot, and Long John Silvers accounts worth \$250 million in billings. Managed and grew these accounts while working on other accounts when needed. Brought in on FedEx at request of Gerry Graf, originated heavily-awarded campaign that continues to this day.

AMMIRATI PURIS LINTAS New York, NY 1996-2000

Executive Vice President, Managing Director, Creative

Started with a radio project for Rolling Rock Beer and built a \$250 million creative group responsible for 60% of agency billings and 75% of its awards. Expanded relationship with Labatt USA to five brands and 1000% initial revenue. Won \$100 million GMC account. Drafted to save UPS account in review. Revitalized dying RCA brand, leading to improved sales and increased billings after three straight years of declining revenue.

OGILVY WORLDWIDE Paris, France 1995-1996

Associate Creative Director, Copywriter

Brought to Paris to help establish truly collaborative global network. Partnered with ECD to manage IBM EMEA and build trust and connections between agency and European brand team. Inherited IBM *Solutions for a Small Planet* campaign and extended it creatively, strategically, and executionally. Flew the Concorde. Explored endlessly.

AMMIRATI & PURIS New York, NY 1992-1995

Copywriter

Hired to work on BMW. Immediately pulled onto Schweppes to satisfy spokesman John Cleese's demand to work with "someone who can bloody write comedy."

**VOLUNTEER**

UNITED STATES SOCCER FEDERATION, Los Angeles Leadership Council 2019-PRESENT

Founding member

Support and promote US Soccer and its mission in Southern California. Identify opportunities to improve and enhance technology, operations, player programs, and revenue potential of governing body of soccer in the United States. Develop solutions and work with partners to fund, pilot-test, refine, and activate these ideas federation-wide.

Currently spearheading development of automated AI camera technology-based OTT network to standardize nationwide streaming of elite level matches for coaching, scouting, and revenue.

NEW ROADS SCHOOL New Roads-a-Palooza music festival 2014-2018

Chairperson

Conceived and organized school-wide music festival to showcase the depth of students' talent and raise funds for school music program. Designed logo, posters, and collateral materials from backstage passes to overpriced concert t-shirts. Festival has been repeated yearly, attracting musicians including Ben Harper, Ben Folds, Dave Evans (The Edge) and Herb Alpert.

THE MISROCK FOUNDATION, Basel, Switzerland & New York, NY 2004-2019

Board Memeber

Produced informational videos, provided copywriting, graphic design, and technical support for foundation funding research and development of nanotechnology applications in prostate cancer treatment. Foundation supports initiatives worldwide and endows professorships at M.I.T. and E.T.H. in Basel, Switzerland.

**EDUCATION**

University of Michigan, Ann Arbor, MI  
Bachelor of Arts, English

**ORGANIZATIONS**

Directors Guild of America

**AWARDS**

Available on Request<sup>1</sup>

<sup>1</sup> Seriously. You can have them. Pick any three (3). But if they're crazy heavy like old One Show Pencils or the London Internationals Bird Men, you have to pay shipping.