

if you're loved, you're hated. If you're neither, you're forgotten.

Alex Bloom

Group Creative Director

646/206/6225

alex@alexbloom.net

www.alexbloom.net

Experience

Group Creative Director Avrett Free Ginsberg NYC & LA

Over ten years associated with this mid-sized, full service agency with annual billings of about \$250 million. Opened agency's Los Angeles office in spring of '10. Interact with clients on a daily basis. Led numerous successful new business pitches. Supervise a team of twelve. Play integral role in developing strategy as well as creative. Clients include: Beggin' Strips, Mighty Dog, Tidy Cats, Busy Bone, Cat Chow, Health Mart Pharmacy, Parlux Fragrances, Bacardi Rum, Appleton Rum, Strip House Steakhouse, Empire State Building, and Manhattan Beach Education Foundation.

Creative Director Source Marketing Westport, CT

In my short time at this boutique firm I helped facilitate a creative department overhaul, as well as created and oversaw the development of general, promotional, and direct response advertising for clients such as: SKYY Vodka, French's Mustard, Frank's Red Hot Sauce, AOL, HSBC, Time Warner Cable, Comcast Cable, Phillips Norelco, Bic, and MX Energy. Played an integral part in winning many pieces of business, heavy client interaction, supervisor of creative teams.

Writer, Director, Producer, Co-Founder BenandAlex.tv Los Angeles

Co-created this successful comedy website and network that serves as a breeding ground for some of the web's funniest content including: *Ben and Alex: The Interviews* (weekly podcast), *60 and Pregnant* (sketch featured on front page of Funnyordie.com with over 750k views) and *Unleashed* (highly successful and critically lauded web cartoon series that ran for over two years).

Director of Improv Comedy Florida Studio Theatre Sarasota, FL

Directed and created improv comedy shows for this esteemed Equity recognized regional theatre with a subscription base of over 25,000. Taught five improv classes per week, performed four nights per week, directed four unique shows, received critical acclaim by local, regional and statewide critics. Conceived, designed and placed all advertising and promotional material for the improv and cabaret shows. Served as Creative Director for the in house marketing department and cultivated new branding for the theatre.

Other Nuggets

BA: History, English and Sociology Dickinson College Carlisle, PA

High School English and Theatre teacher

Director, Producer, Founder: *Curly Maple Surprise Improv*

Featured Performer: *Chicago City Limits Improv*

Professional Theatre Performer and Director

Active member Screen Actors' Guild and Writers Guild of America

Contributing Short Story Author and Essayist For Various Publications

Professional Pianist

Voice of Beggin' Strips Dog