

# ALEX BLOOM

## EXECUTIVE CREATIVE DIRECTOR

LOS ANGELES | 646.206.6225 | ALEXBLOOM227@GMAIL.COM | ALEXBLOOM.NET

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STORY FIRST. EMOTION ALWAYS. COMEDY OFTEN.

### SUMMARY

High impact, low maintenance, client and colleague beloved, ECD with a successful record of leading award-winning, multi-channel campaigns for global brands. Flourish at purpose driven work, driving sales and awareness, consistently delivering exceptional results, including: +20% brand visibility and share of voice, +30% brand awareness, +200MM TikTok views. Strategic thinker, passionate leader, relentless creator with unique, diverse background and skill-set to lead all aspects of a project from concept through completion.

### EXPERIENCE

#### EXECUTIVE CREATIVE DIRECTOR/PRODUCER, PURINA BRANDS, MCCANN WORLDGROUP (BARCELONA, 2020-)

- Conceived and developed innovative multi-channel campaign for Felix, Europe's #1 cat food, starring pop-icon Robbie Williams. Increased brand visibility and share of voice by 20%, recall by 8.8%, has garnered +200mm Tiktok views. Supervised team of 40+, wrote original music and lyrics.
- Direct multiple brand campaign launches across EMEA markets for traditional, digital, and social media, often including exclusive partnerships with TikTok and YouTube
- Member of agency leadership team, daily CD for team of 15, presided over numerous new business wins
- Collaborate with international brand and sales teams, agencies, and production houses
- Lead workshops and presentations with C-Suite Nestlé executives

#### CREATIVE DIRECTOR, PET RESCUE PILOTS 501c3 (LOS ANGELES, 2019-2020)

- Named, designed, and integrated full suite of brand assets for this animal rescue organization, resulting in a high engagement social media presence and consistent press coverage
- Led team in creating all elements of social media campaign, resulting in +300k followers, +550k in donations and grants, and +2500 pets rescued
- Facilitated strategic sessions, shaping the organization's growth and success

#### CHIEF CREATIVE OFFICER, CULIANCE CREDIT UNION NETWORK (TALLAHASSEE, 2015-2019)

- Presided over the brand overhaul of this financial services tech company, resulting in an awareness increase of 30% and 4 record-setting sales years
- Led team of +25 in the conception and creation of all digital, social, print B2B and B2C marketing materials
- Restructured internal marketing department for lower overhead and increased efficiency.
- Developed strategy and launch creative for CUPRE, Pre-Paid Visa card
- Guest speaker at multiple industry conferences for C-Suite Credit Union executives

#### EXECUTIVE CREATIVE DIRECTOR, AVRETT, FREE GINSBERG/IPG (NYC, 2000-2004, 2007-2015)

- Created memorable, award-winning, multi-channel campaigns for clients like: Nestle Purina, Bacardi Spirits Prestige Brands, Hard Rock, HealthMart Pharmacies, and Strip House Steakhouse
- Pioneered Purina Pet Care's entry into the digital arena, including their first branded entertainment series and integration of social media, increasing brand followings by +135%.
- Created and voiced iconic "It's Beggin'" Beggin' strips commercial - highest CEI score in Nestlé history
- Managed creative department of 30+
- Lead for agency's Latin American brands
- Chaired agency's diversity committee

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### EXPERIENCE, CONT...

#### ASSOCIATE CREATIVE DIRECTOR, SOURCE MARKETING

(WESTPORT, CT, 2005-2007)

- Crafted award-winning 360 work for clients like: Time Warner, Frank's Red Hot, French's Mustard, Bic
- Conceived of new-business winning campaigns for Skyy Vodka and Yellow Tail Wines
- Supervised and mentored 4 creative teams
- Accelerated department overhaul, improving work-flow, increasing agency billings +35% during tenure

### SKILLS & ACCOMPLISHMENTS

- Writer and Producer of award-winning feature film, "Daddy Issues," which received a national theatrical release, exclusive Netflix run, and now streams worldwide
- Highly proficient in Adobe Suite, MS Office, UI/UX, WIX, Google Docs, Asana
- Former assistant and contributing writer for "Late Night With Conan O'Brien"
- Writer and Director of top a 10 iTunes comedy podcast and a Funny Or Die sensation with over 2 million views
- BA, Dickinson College in Carlisle, PA
- Member SAG/AFTRA & WGA
- Singer, songwriter, pianist
- Advocate for animal rights, LGBTQ+ rights, and environmental causes