

# MICHELE PEW

SR CREATIVE DIRECTOR/SR PRODUCER/WRITER

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<https://www.michele-pew.com/>

## PROFESSIONAL SUMMARY

Innovative creative leader and brand storyteller with a proven track record of developing award-winning content. Skilled in providing creative direction, mentoring, and inspiring teams. Expertise in research, strategic planning, and fiscally responsible operations. Combines creativity, strategic thinking, and a continuous learning mindset to overcome challenges and create immersive and compelling content.

## SKILLS

- Creative Direction
- Team Leadership
- Brand Development
- Multimedia Content Creation
- Strategic Thinking
- Project Management
- Non Fiction and Documentary Production
- Contract Negotiation
- Collaboration
- Budget Management
- Copywriting
- Video Production
- Client Management
- Storytelling

## WORK EXPERIENCE

**PEW PEW PEW LLC / DOG & BONE, LLC NEW YORK, NY**

FOUNDER/EXECUTIVE CREATIVE DIRECTOR/FREELANCE 2007- CURRENT

- Founder and partner of a full-service boutique creative agency specializing in development, strategy, writing, and branding services to consumer brands, and television broadcast, cable, and advertising clients.
- Cultivate and manage agency clients, sales, budgets, and operations, while building and leading creative teams.
- Develop and produce diverse range of content, including social, on-air and digital promotion, branded content, network launches, rebrands, sales tapes (sizzles), program opens, radio, print, social media, web, email, live-action production, and graphic design.
- Work with renowned clients such as Norwegian Cruise Lines, Lincoln Financial Group, Booz Allen Hamilton, NBC News (National), Sony Entertainment, Promax BDA, PBS, Blue Lizard Sunscreen, Zillow, TBS, TNT, MTV Networks, Stun Creative, NBC Universal, Discovery Networks, Travel Channel, GM/Buick, Proctor & Gamble, American Cancer Society, NRDC, Comcast, NY Mets.
- Develop and execute premium multi-platform campaigns, ensuring effective content delivery.
- Noteworthy Long-Term Projects:
  - **Promax BDA:** Strategized, developed, and creative directed all video assets and social media efforts leading up to the annual conference, resulting in significant increases in engagement metrics across various platforms. Achieved significant growth within one month, including a 60% increase in FB Page Likes, 109% boost in Reach, 111% rise in Engagement, 60% growth in Followers, and 74% increase in Video clicks. Implemented successful strategies on LinkedIn, resulting in a 300% increase in comments, 48% growth in Shares, and 49% rise in new followers.
  - **NBC News:** Covered maternity leave as a Sr Writer/Producer for NBC News Promo Department on shows such as The Today Show, Sunday Today with Willie Geist, and Today with Kathie Lee & Hoda.

**VIVA ENTERTAINMENT ROCKVILLE, MD**

SENIOR CREATIVE PRODUCER & COPYWRITER 2020-2023

- Served as creative lead, overseeing the direction and development of photo and video-based content for immersive and experiential campaigns, live events, digital platforms, virtual and hybrid experiences, and media activations.
- Developed and led a non-fiction series –story development, production planning, scripting and copy, and post-production oversight for every episode of the highly successful 16-episode (2 seasons) Norwegian Cruise Line (NCL)

EMBARK Series, a branded non fiction travel show filmed in 12 countries and on 10 cruise ships. Achieved a significant 32% increase in viewership from Season 1 to Season 2.

- Managed a team of art directors, video producers, and editors, ensuring the strategic application of resources to maximize quality and impact across products and platforms.
- Developed and produced visually driven content, including branded travel shows, launch campaigns, and branded specials, achieving significant increases in viewership and engagement metrics.
- Conceptualized, storyboarded, produced, directed, and post-produced various video projects, fostering meaningful connections with viewers across multiple platforms.
- Successfully managed multiple simultaneous projects from creative concept presentation through budgeting, filming, animation, editing, client delivery, and post-event reconciliation.
- Collaborated with esteemed clients such as Norwegian Cruise Line, Lincoln Financial Group, American Express, MSC Cruise Lines, Sotheby's International Realty, Volkswagen, Booz Allen Hamilton, and Daiichi Sankyo.

## **A+E NETWORKS NEW YORK, NY**

### **CREATIVE DIRECTOR BRANDED CONTENT 2010 - 2016**

- Managed progressive responsibilities as a Creative Director, ideating and executing award-winning, on-brand campaigns for top clients including Universal, Wendy's, RAM, Hershey's, Verizon, Toyota, Zillow, and Subway. Recognized as the gold standard of co-branded sponsorships.
- Provided leadership and direction for the conceptual development, design and production of video and digital assets for use in broadcast and digital tactics.
- Established and developed a high-performing co-branded creative team, fostering motivation, support, and empowerment through encouragement, creative direction, and inclusive collaboration.
- Generated revenue growth by responding to 900+ RFP's and strategically partnering with Ad Sales Account Executives and Brand Partnerships, identifying client needs and delivering creative solutions, resulting in increased client spend.
- Achieved impressive results with key clients: Hershey's spend increased by over 135% in three years, Wendy's spend increased by 43% in one year, Verizon account secured with a 50% spend growth (including digital and social spend), and RAM contributed to a 29% increase in A&E's overall 2013 Upfront and Scatter dollars.
- Known for implementing cost-effective production techniques and strategies while maintaining quality. Collaborated with Brand Ops team to ensure on-brand, on-time, and on-budget project delivery by matching creative teams with appropriate projects.

## **ADDITIONAL EXPERIENCE**

### **CONCRETE PICTURES PHILADELPHIA, PA & NEW YORK, NY**

#### **EXECUTIVE PRODUCER, Branding Services**

- Relationship builder who located and developed opportunities for various branding services, including brand promotion, packaging and identity, VOD, web packaging and promotion, live-action production, and directing services. Established and opened the NYC office.
- Successful business development track record, achieving top individual grosser within the first year and surpassing the company's projected two-year goal within one year. Secured new clients such as Discovery Channel, CBS Sports, USA Networks, Sundance Channel, Discovery Health Channel, Fox Sports, and MTV. Negotiated costs and deliverables.

#### **HEAD WRITER & SENIOR PRODUCER, Branding Services**

- Multifaceted team leader managing a creative team of designers, editors, and production management. Presented, pitched and led the development and production of marketing content for series, movies, sports, documentaries, special events, long-form, and image campaigns. Oversaw budgeting and scheduling.

### **DISCOVERY COMMUNICATIONS INC SILVER SPRING & BETHESDA, MD**

#### **SENIOR WRITER/PRODUCER, On-Air**

- Lead producer for channel launches and network rebrands. Responsible for conceptualizing, writing, and producing award-winning TV and radio campaigns. Headed yearly upfront deliverables.

## **EDUCATION**

University of Maryland, College Park, MD. Bachelor of Arts.

School of Visual Arts (SVA) New York, NY. Continuing Education