

MICHELE PEW

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Executive Profile

Creative leader and brand storyteller with over 20 years of experience developing award-winning, on-target brand creative campaigns and sponsored initiatives. Empowering leader who values collaboration, inclusivity, and accountability. Focuses on bolstering break through creative while ensuring successful outcomes through research, strategic planning, and fiscally responsible operations. Harnesses experience in both network and vendor sides of the business to anticipate likely challenges, circumvent obstacles, and build compelling multi-platform, cross-portfolio campaigns and content.

Professional Experience

FREELANCE CREATIVE DIRECTOR & WRITER/PRODUCER

2007- CURRENT

MULTIPLE NETWORKS & AGENCIES NEW YORK, NY

Branding Expertise - Provide creative direction, development, strategy, writing and branding services for social media, broadcast, cable and advertising clients.

Trusted Partner - Build and lead creative teams to develop and produce social, on-air and digital promotion, branded content short and long form integration, network launches, rebrands, upfront sales tapes, program opens, interstitials, live-action production, and graphic design. Clients include: NBC News, PromaxBDA, PBS, Blue Lizard, Zillow, Trulia, TBS, TNT, MTV, VH1, Stun Creative, Birdhouse Creative, NBC Universal, Discovery Networks, Travel Channel, GM/Buick, Proctor & Gamble, Discovery's Planet Green, American Cancer Society, NRDC, Comcast, NY Mets.

Effective Content - Develop and execute premium multi-platform campaigns.

PromaxBDA - Strategized, developed, creative directed, scheduled and executed all social media for PromaxBDA leading up to annual conference. Within 1 month **FB** Page Likes ^60%, Reach ^109%, Engagement ^111%, Followers ^60%, Video clicks ^74%; **Linked In** - comments ^ 300%, Shares ^ 48%, New followers ^49%; **Twitter** ^207.1k impressions. Oversaw all conference video deliverables.

NBC News - WGAE Writer/Producer. Maternity leave coverage for Promo Writer/Producer NBC News Promo Department on The Today Show, Sunday Today with Willie Geist, Today with Kathie Lee & Hoda. Concept Development, Topicals, Campaigns, Accolades. Developed new on air promo for Today's Kathie Lee & Hoda, which turned into the new show open.

CREATIVE DIRECTOR BRANDED CONTENT

2010 - 2016

A+E NETWORKS NEW YORK, NY

Resilient Leader and Effective Communicator - Seamlessly built, motivated and mentored new teams, cultivated new cross-departmental relationships while successfully managing progressive responsibilities throughout multiple internal restructures (7 supervisors and 4 different departments).

Creative Excellence - Managed team that ideated creative concepts and campaigns on hundreds of RFP's. Elevated partnerships by translating partners' objectives into award-winning, multi-platform, innovative, and on-brand creative executions that successfully delivered engagement. Recognized by advertising clients and the industry as being the gold standard of cobranded sponsorships. Top Clients include; Universal, Wendy's, RAM, Hershey's, Verizon, Toyota, Zillow, Universal and Subway.

Team Builder and Motivator - Established and built the co-branded creative team from the ground up. Motivated, supported and empowered a team of writer/producers, editors, graphic designers, coordinators, copywriters, production managers, vendors and freelance staff through encouragement, creative direction, opportunity, and inclusion in the creative process at all levels.

Revenue Generation - Drove client relationships with Ad Sales Account Executives and Brand Partnerships to identify clients needs and strategized creative solutions resulting in increased client spend.

Hershey's - Increased spend over 135% in three years.

Wendy's - Increased spend 43% in one year.

Verizon - Secured account and grew spend by 50% with additional digital spend.

RAM - Increased A&E's overall 2013 Upfront and Scatter dollars by 29%.

Budget Conscious - Reputation for developing cost effective production techniques and strategies while maintaining quality. Collaborated with Brand Ops team to match creative teams with projects to ensure on-brand, on-time and on-budget delivery.

EXECUTIVE PRODUCER

2006 - 2007

CONCRETE PICTURES NEW YORK, NY

Relationship Builder - Fostered, developed and located opportunities to provide various branding services such as On-Air promotion, packaging and identity, VOD, web packaging and promotion, live-action production and directing services for commercial and print. Opened the NYC office.

Business Development - Earned year's top individual grosser within first year. Developed roster of new clients such as Discovery Channel, CBS Sports, USA Networks, Sundance Channel, Discovery Health Channel, Fox Sports and MTV. Negotiated costs and deliverables.

SENIOR PRODUCER & WRITER

2004 - 2006

CONCRETE PICTURES PHILADELPHIA, PA

Multifaceted Team Leader - Managed creative team comprising designers, editors, and production management to develop and produce commercials/promos for series, movies, sports, documentaries and special events, long form and image campaigns. Generated budgets and schedules.

Client-Facing Presentation - Conceptualized and pitched campaigns to a variety of networks including Proctor and Gamble, Discovery Channel, Sundance Channel, Scripps Networks, Discovery Theater, TVN, Food Network, Comcast, The Science Channel, Discovery Health Channel and TLC.

SENIOR WRITER/PRODUCER

2000 - 2004

DISCOVERY HEALTH CHANNEL SILVER SPRING, MD

Versatile Producer - Lead producer in launch and network rebrand. Conceptualized, wrote and produced successful award-winning tv and radio campaigns for On-Air Promotions dept. Headed committee for streamlining and implementation of On-Air planning strategies/operations.

Production Management - Managed DHC's On-Air production budget. Negotiated all film production and graphic budgets, schedules, rights, and specific terms with vendors.

Education

University of Maryland, College Park, MD. Bachelor of Arts. Concentration: Business and Marketing, Communications
School of Visual Arts (SVA) New York, NY. Continuing Education - Advanced Painting 1 & 2.

Awards

SILVER PromaxBDA North America Promotion, Marketing & Design Awards
A&E Duck Dynasty/Walmart Christmas Partnership
PROMO|MKTG HOLIDAY PROGRAM CAMPAIGN USING MULTIPLE MEDIA

GOLD PromaxBDA North America Promotion, Marketing & Design Awards
A&E Longmire partnership with RAM
PROMO|MKTG CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN USING MULTIPLE MEDIA

GOLD PromaxBDA Promotion and Marketing Awards - North America
Discovery Networks Blue August Month
Holiday/Seasonal/Special Event Program

GOLD Telly Award
Discovery Networks Baby Tuesday

GOLD Telly Award
Discovery Networks Lifeline

GOLD Telly Award
Discovery Networks Lifeline Generic

BDA International Design
Discovery Digital Networks-Civilization Image with Walter Cronkite
Scenic - Electronic Environment Set

GOLD PromaxBDA Promotion and Marketing Awards - North America
Discovery Networks - Website Design
www.discoveryhealth.com