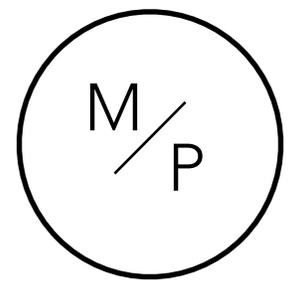


MICHELE PEW

CREATIVE DIRECTOR ::

WRITER ::

PRODUCER ::



EXECUTIVE SUMMARY

Creative leader, mentor and brand storyteller with over 20 years of experience developing award-winning 360 creative content. Empowering leader who provides creative direction and inspiration for the brand, while utilizing skills such as sense of humor, flexibility, and a positive attitude. Bolsters breakthrough, buzz-worthy creative while ensuring successful outcomes through research, strategic planning, and fiscally responsible operations. A creative thinker, strategist and perpetual student who harnesses experience in both brand and vendor sides of the business to anticipate likely challenges, circumvent obstacles, and build compelling 360 content.

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

FREELANCE CREATIVE DIRECTOR

2007- 2010, 2016 - CURRENT

Branding Expertise - Provide creative direction, development, strategy, writing and branding services for 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, radio, print, social media, interstitials, live-action production, and graphic design. Clients include: NBC News, Sony Entertainment, NBC News 4 LA, Promax BDA, PBS, Blue Lizard Sunscreen, Zillow, Trulia, TBS, TNT, MTV, VH1, Stun Creative, Birdhouse Creative, NBC Universal, Discovery Networks, Travel Channel, GM/Buick, Proctor & Gamble, American Cancer Society, NRDC, Comcast, NY Mets, McFaddens.

Effective Content - Develop and execute premium 360 multi-platform campaigns.

- Promax BDA - Strategized, developed, creative directed, scheduled and executed all social media for Promax BDA 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 creative direction and deliverables on select conference and session videos, social media and conference photography.
- 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 show open.

A+E NETWORKS NEW YORK, NY

CREATIVE DIRECTOR BRANDED CONTENT

2010 - 2016

Resilient Leader and Effective Communicator - 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 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 and social 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.

CONCRETE PICTURES PHILADELPHIA, PA & NEW YORK, NY

EXECUTIVE PRODUCER, Branding Services

2005 - 2007

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; resulting in the company breaking its projected two-year goal within one 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.

HEAD WRITER & SENIOR PRODUCER, Branding Services

2004 - 2005

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.

DISCOVERY HEALTH CHANNEL SILVER SPRING & BETHESDA, MD

SENIOR WRITER/PRODUCER, On-Air

2000 - 2004

Versatile Producer - Lead producer in Health Channel launch and later, network rebrand. Conceptualized, wrote and produced successful award-winning tv and radio campaigns for channel launch and On-Air Promotions. Head of yearly upfront deliverables.

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

CONSUMER MARKETING MANAGER, Off-Air

1999 - 2000

Targeted Marketing - Managed all Off-Air marketing projects consisting of radio, broadcast and non-traditional creative. Communicated brand-building goals and initiatives through creative strategies developed for internal/external efforts. Tracked and fulfilled media obligations.

Strategic Insights - Evaluated and recommended advertising weights. Headed committee for streamlining and implementation of On-Air planning strategies/operations, resulting in gain of 22 minutes of promo time per month and increase in primetime ratings.

Insightful Forecasting - Oversaw On-Air production budget (\$2.5M) and monitored off-network production spending related to assigned projects.

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.