

# Michele Pew

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## Executive Profile

Creative leader and brand storyteller with over 20 years of experience developing high quality, award-winning, and on-target On-air brand creative campaigns and sponsored initiatives. Empowering leader who values collaboration, inclusivity, and accountability. Focuses on bolstering creativity 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 common obstacles, and build high rates of client satisfaction.

## Professional Experience

### **Creative Director A&E| BIO | FYI New York, NY 2010 - Present**

Resilient leader that seamlessly built, motivated and mentored new teams, cultivated new cross-departmental relationships while successfully managing progressive responsibilities throughout multiple internal restructures (seven supervisors and four ad sales partnership directors).

Gifted communicator skilled in building consensus with internal and external partners to successfully build compelling, multi-platform campaigns to secure and grow sales revenue by connecting and translating both client and A+E Networks marketing objectives through driving innovation and leveraging brand assets.

**Hershey's** - Increased spend over 135% in three years leading to high levels of client satisfaction. Client quote "You have surpassed all expectations with your creativity."

**Wendy's** - Successfully developed a cohesive campaign that increased spend 43% in one year. Client quote "The spot for Shipping Wars was the perfect organic marriage between A&E's show and Wendy's product attributes."

**Verizon** - Created the creative concept that helped save this account, and grew it by 50% with additional digital spend.

**RAM** - Developed a 360 partnership that helped increase A&E's overall 2013 Upfront and Scatter dollars by 29%. Client spent in Scatter and paid all production costs for three years to partner with our successful scripted series Longmire.

**Toyota** - Worked closely with account executive to grow Toyota's partnership by developing and delivering a campaign that exceeded clients expectations. Grew the account by 69% in one year.

Recognized by advertising clients and the industry as being the gold standard of cobranded sponsorships. Clients include; Wendy's, RAM, Hershey's, Verizon, Toyota, Zillow, Universal and Subway. Work showcased at the Promax/BDA industry conference, as examples of best practices.

Served as brand ambassador by protecting the network voice while developing new solutions that drove client relationships and sales strategies.

Initiated new sales resource comprised of scalable multi-tiered opportunities to serve as compelling thought starters for client meetings. Resources included 360 experiences, new on-air and site specific content features, evergreen and event based solutions, and emerging ad sales platforms.

Liaised and collaborated with network programming and marketing teams, show runners, producers, studio marketing executives, and vendors to facilitate efficient, transparent communication and creative solutions.

Maintained knowledge of current marketing, programming and production plans to identify organic opportunities for sponsorships, partnerships and marketing tactics.

### **Founder and Chief Creative Director P3 Creative LLC New York, NY 2007-2010**

Provided branding services for broadcast, cable and advertising clients. Led creative team to develop and produce live action commercials, on-air design packages and promos. Clients included: NBC Universal, Discovery Health Channel, Travel Channel, GM/Buick, Proctor & Gamble, Discovery's Planet Green, American Cancer Society, NRDC, Comcast, NY Mets.

**Discovery Health Channel** - Designed, developed and refreshed on-air package. Reskinned all on-air promos and elements.

**Discovery's Planet Green** - Developed PG network rebrand for SC Johnson (Windex) sponsored takeover. Elements included; long lead tease, campaign promos (2), episodic promos (10), full design package, network ids (6), signature voice, live action talent driven program opens (10) with limited dollars (50k) that drove tune in for a month long SC Johnson (Windex) network celebration dedicated to our preserving our oceans.

**Travel Channel** - Directed, wrote and produced a multi-platform season-long partnership for Samantha Brown's Passport to Great Weekends sponsored by Buick. Quadrupled the number of hits on GM Buick's website that led to client ordering a second season.

**Executive Producer | Concrete Pictures | New York, NY** 2006-2007

Opened Concrete Pictures NYC office. Fostered, developed and located business development opportunities to provide various branding services such as network on-air and web promotion, packaging and identity, VOD, live-action production and directing services for commercial, radio and print.

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. Earned year's top individual grosser within first year; resulting in the company breaking its projected two-year goal within one year.

**Head Writer & Senior Producer | Concrete Pictures | Philadelphia, PA** 2004-2006

Motivated 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. 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 | Discovery Health Channel | Silver Spring, MD** 2000-2004

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