

# MICHELE PEW

## CREATIVE DIRECTOR/CONTENT PRODUCER

Chevy Chase, MD (646) 745-5518

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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 for live events, social, digital, and linear channels. Skilled in client collaboration and mentoring teams. Expertise in research, strategic planning, creative concepting, and hands on production/budget management.

### SKILLS

Creative Direction

Storytelling

Branded Content

Brand Development

Multimedia Content Creation

Creative Strategy

Project Management

Contract Negotiation

Budget Management

Copywriting and Editing

Client Management

Marketing

Content Management

Video Pre-production thru  
post-production

### WORK EXPERIENCE

#### **PEW PEW PEW LLC NEW YORK, NY & CHEVY CHASE, MD**

#### **FOUNDER/CREATIVE DIRECTOR/FREELANCE 2007- CURRENT**

- Spearheaded the establishment and ongoing management of a dynamic boutique creative agency, specializing in crafting compelling content, strategic planning, and branding for a diverse client base spanning television broadcasts, social media, advertising, and consumer brands.
- Foster and maintain strong relationships with prestigious clients, including Norwegian Cruise Lines, Lincoln Financial Group, Booz Allen Hamilton, NBC News (National), Sony Entertainment, NBC Universal, Discovery Networks, Travel Channel, GM/Buick, Proctor & Gamble, American Cancer Society, NRDC, Comcast, NY Mets.
- Drive the development, direction, and production of diverse content forms, encompassing digital promotion, branded content, social media, and web content. Align each project meticulously with clients' unique branding and storytelling objectives.
- Lead the development and management of efficient workflow for video content. Delegate projects to team members based on priorities, ensuring streamlined operations.
- Cultivate and manage relationships with videographers, editors, production companies, and other essential vendors for the seamless execution of projects.
- Stay abreast of evolving performance metrics, actively shaping innovative video strategies and creative standards.
- Noteworthy Long-Term Projects:
  - **Promax BDA:** Social Media Manager & Conference Creative Director. 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 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:** WGAE Writer/Producer NBC News- **Writers Guild of America East.** Stepped in to cover maternity leave for Promo Writer/Producer role on popular shows including The Today Show and Sunday Today with Willie Geist, delivering high-quality content within tight deadlines. Led concept development and created impactful topicals, campaigns, and accolades for various NBC News programs.

#### **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, copywriting, and post-production for every episode of the highly successful 16-episode (2 seasons) Norwegian Cruise Line (NCL) EMBARK Series, a branded nonfiction 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 creative team responsible for video production, ensuring quality and impact across 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.
- Effectively managed multiple projects from concept to post-production, meeting client expectations.
- 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 creative 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 '13 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 & BUSINESS DEVELOPMENT, Branding Services**

- Located and developed opportunities for various branding services, securing clients such as Discovery Channel, CBS Sports, and MTV.
- Successfully negotiated costs and deliverables, achieving top individual grosser status within the first year.
- Opened the NYC office to expand business operations.

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

- Managed a creative team responsible for marketing content development and production.
- Presented, pitched, and led the development and production of marketing content for various projects.
- 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. Advanced Painting. Continuing Education