

ED EVANGELISTA

65 Riviera Dr Massapequa, NY 11758 • 917.836.6121 • Email: edevangelista@optonline.net

Creative Work: edevangelista.com

EXECUTIVE CREATIVE DIRECTOR

Branded Content • Visual Designer • Creative Strategy • Alternative Content
Digital Communication • New Business Development • Experience Design

SUMMARY

- Accomplished background executing communication and famous creative campaigns on global luxury and consumer brands as senior creative leader
- Developed branded content rooted in popular culture based on consumer insights and data
- Exceptional creative vision and leadership executing creative strategy and innovation 360 degrees
- Lead and mentored creative staff of storytellers, creative directors, web designers, art directors, copywriters, editors, directors and producers for new business as well as day to day clients
- Created and launched new products, line extensions for world famous brands working with creative teams from around the world and keeping in line with revenue goals
- Created alternative content for experiential, digital and social communication across all platforms
- Proven track record creating world-class brand communications within budgetary constraints
- Appeared as a judge and marketing expert on two prime time reality shows for ABC and TLC
- Well organized hands on creative marketer and brand builder
- Co-founder of a data analytics co with knowledge of interpreting consumer research
- Recipient of many prestigious creative awards from the One Show Gold to the Cannes Lion
- Entrepreneur / Small business owner of automotive restoration franchise

Consultant / Creative Director, 2016-Present

- Collaborate with clients to develop key messaging and branding for company networks
- Responsible for creative development, brand management and production

Franchisee Small Business Owner, Maaco Auto Body Restoration & Paint, 2014-Present

Owner operator responsible for overseeing daily operation, staff, sales, marketing, payroll, customer service, quality control of all services provided.

- Built startup from ground up to over \$800K per year in sales
- Negotiated lease and completely renovated 10,000 Sq foot facility to full operation in 6 mos
- Built customer base from 0 to over 1000 per year, year over year
- Analyze and evaluate company processes, continuously adapting practices to ensure maximum efficiency and profitability
- Increased Revenue over last 3 years by 300% with a 30% profit margin

Executive Creative Director, HAVAS NY, 2008-2016

Responsible for innovative creative branding solutions on new business as well as existing consumer brands. Developed brand initiatives that wrap consumers with content they want to engage with.

- Played key role in pitching, winning and re-branding Atlantic City. Launched a successful brand and digital campaign that integrated with hotels, casinos, music venues and city planning to create an action plan that achieve a 98% hotel and restaurant occupancy rate
- Raised awareness of Tuesdays Children, a charity for children whose parents were killed in the 9/11 Twin Tower attacks
- Other accounts responsible for: Harry Winston, NY LIFE, Exxon Mobil, Coppertone, Dr. Scholl's, and new business

Executive Creative Director, JWT NY 1997-2007

Spearheaded the creative launch of many award winning integrated marketing campaigns for global luxury brands including DeBeers, Rolex, Smirnoff, Avon, Elizabeth Arden, LUX, Ford, Thermasilk, Unilever, Merrill Lynch, T.Rowe Price, Wall St. Journal, Cadburys and Schick to name a few.

- Created new products for DeBeers diamonds with sales of over \$29B. The Right Hand Ring and Three Stone Jewelry (Past, Present & Future) to name a few
- Created branded content with the launch of Sunsilk's "Lovebites" for broadcast on TBS, online and Verizon's V-Cast. The first ever US micro-series. 65 two-minute interstitials reached 60M consumers. They ran after Sex and the City and kept 70% of viewers eyeballs engaged with TBS
- Responsible for the new product launches of Smirnoff Ice, Black and Twisted flavored vodkas
- Created powerful integrated digital campaign for Sunsilk's ColorBoost. A tongue in cheek showdown between blondes and brunettes at colorshowdown.com which played out online and drew the line of whose better, Blondes or Brunettes? Consumers joined their teams and interacted across all platforms with challenges, films, games and questions to give their color a boost
- Lead creative, digital and production teams of 15-30 people
- Traveled extensively overseeing global as well as domestic creative and strategy
- Responsible for \$700M in billing at any given time
- Guided creative teams to win every major advertising and marketing award for clients work.
- Handled new business opportunities to grow revenue

Marketing Expert / Judge ABC-TV, AMERICAN INVENTOR LA

Marketing judge, jury and executioner on the Simon Cowell produced prime-time reality show. Helped mentor inventors to realize their dreams with innovative products they created while competing to win \$1 million and the chance to have their products manufactured and sold to the public.

Judge & Mentor with Kelly Ripa, TLC-Discovery, HOMEMADE MILLIONAIRE NY

Mentored women with new products on marketing and design to compete and win a spot to have their products manufactured then sold live on HSN. Mentored Grace Choi who started a company that uses 3D printers to manufacture makeup. Kelly and her husband Mark Consuelos produced.

Co-founder, PREDICTIVEDGE, 2007-2010

Created an interface for a real-time predictive analytics and emotional mapping platform for marketing and finance. We created a high speed black box that quantified the data we collected for branding and stock trading.

Executive Creative Director, MVBMS, NY, 1986-1997

Responsible for the launch of MCI's Friends & Family. Volvo, Philips Electronics, Club Med, Oppenheimer Funds and Windstar Sail Cruises. Directed in-house spots for MCI and Volvo. Responsible for LIFE Magazine and all award winning campaigns. Received many accolades for creative work as well as Best in Show for LIFE magazine.

EDUCATION

School of Visual Arts, NY, BFA

Bachelor of Fine Arts in Media Arts, Rhodes Family Award for Outstanding Achievement

AWARDS & RECOGNITION

- Entrepreneur magazine interview: <http://www.entrepreneur.com/article/159712>
- Articles and work written up in Archive magazine, Wall Street Journal, New York Times, AdWeek, AdAge, Graphis, Creativity, Communication Arts and Entrepreneur.com
- Won every major advertising award

PERSONAL

Married. Fishing, boating, classic car collector. Classic auto body restoration shop owner. Proficient in Adobe creative suite, Excel, Word