

blair shapiro

interactive/integrated/cd/copy

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Summary

- Accomplished, award-winning Creative Director and Copywriter with over 15 years of experience working with world-class agencies and brands
- Smart, fast, and versatile, with a history of creating consistently breakthrough work that achieves exceptional return on investment for clients
- Extensive experience regarding strategy, leadership, and hands-on concepting and copywriting for major, high-profile interactive and integrated campaigns including sites, microsites, landing pages, rich media banners, emails, social media, print ads, direct mail, broadcast, in-store, and promotions

10/06 – Present **Freelance Creative Director/Copywriter, Los Angeles**

Interactive, integrated, and direct response concepts, copywriting, and creative direction for local, national, and international agencies and companies.

5/06 – 10/06 **Interactive Creative Director, TBWA\Tequila, Hong Kong**

Consulting role to help establish the interactive capability in the Hong Kong office of this world-renowned agency named Adweek Global Agency of the Year for 2006. Led the interactive creative and developed concepts and copywriting for clients such as Levi's, YAHOO! HK and Standard Chartered Bank.

8/04 – 5/06 **Interactive Creative Director, Web Liquid, New York, London**

Concepts, copywriting and creative direction for this international digital agency named a Top 100 Interactive Agency by New Media Age. Clients included Hilton International, Excel Airways/Aspire Holidays (major UK charter passenger airline), JetBrazil, Unoduo (premier Australia/UK social networking site) and Sovereign Capital UK.

4/01 – 8/04 **VP/Creative Director, AGENCY.COM, New York (Omnicom)**

Managed the New York office creative and contributed concepts and copywriting for this world-renowned interactive agency. Clients included British Airways, BrownCo (online brokerage of JPMorganChase), Discovery Channel, Discovery Kids, Animal Planet, TLC, Travel Channel, Science Channel, Discovery Health, Discovery HD, Land Rover, Sprint, ABN AMRO, DaimlerChrysler and Starwood Hotels. Successfully pitched and won 13 new AOR clients, grew the creative group five-fold, and improved agency stature by pioneering groundbreaking interactive branding and acquisition campaigns. Won numerous interactive industry awards, and had my work and thought leadership featured in Adweek, New York Times, Wall Street Journal and Business 2.0.

11/99 – 4/01 **SVP/Creative Director, theconvergency, (a Hawkeye agency)**

Headed up multiple offices (New York, Dallas, Minneapolis, Denver, Charlotte) and contributed concepts, copywriting and creative direction for this integrated direct response agency founded by the former CEO of Rapp and Wunderman. Managed up to 15 creative teams and a design/interactive studio producing direct mail, print, and interactive campaigns for Blockbuster, Bank of America, Sun, Godiva and Lowe's. Successfully re-branded the agency and revamped its creative department resulting in new business, awards, and a four-fold increase in billings. Implemented agency interactive and email capability, resulting in enhanced integrated services.

2/97 - 11/99

**VP/Group Creative Director, Y&R/Wunderman, New York
Creative Director AT&T, Brand Dialogue (Y&R Interactive)**

Quickly promoted from ACD/Copy to VP/GCD in charge of integrated tv, print, radio, direct mail and interactive campaigns for AT&T, Citibank, GlaxoSmithKline, Kelloggs, Columbia House and SEGA. Was also appointed Creative Director of AT&T interactive group at Y&R/Brand Dialogue. Created the AT&T WorldNet Internet re-launch, which used multi-layer integrated marketing (TV, print, radio, DM, OOH, online, promotions) to increase subscriptions from 13,000/mo to over 250,000/mo in just 4 months.

10/95 – 2/97

Freelance Copywriter, OgilvyOne, New York

Concepts and copywriting for various clients, including websites and interactive campaigns for Kodak and IBM.

Education

New York University BA program in Journalism, Mass Communications and Advertising

Skills

Interactive, traditional, direct response and integrated campaign concept development and execution; creative direction; copywriting; social media; brainstorming and strategy; brand building; management, leadership and mentoring; client presentation and relationship building; talent acquisition; department budget oversight.

- Mac hardware and software
- Microsoft Office, Adobe Creative Suite, HTML, Blog/CMS Software
- Working knowledge of the capabilities of Flash, ActionScript, JavaScript, AJAX, PHP, XML, Motion Graphics, Ad Serving Platforms, Open API's

Awards

Recognition by a diverse collection of both online and offline industry awards, including Addys, Caples, Effies, One Show Interactive, Biz 2.0 Interactive Campaign of the Year, MediaPost Interactive Entertainment Campaigns of the Year, multiple Midas Interactive Awards, Web Marketing Association Entertainment Campaigns of the Year, EyeBlaster Award, ATME's (Travel Marketing Interactive Awards), multiple INOVA Rich Media Grand Winner and Gold Awards, Hong Kong 4A's Interactive Award, China Sina Interactive Award and MarketingSherpa.com Viral Hall of Fame.

Additional Accomplishments

Judge for interactive advertising competitions, including Eyeblaster, One Show Interactive, iNOVA, Horizon Interactive Awards, MSN Creative Awards and Hong Kong 4A's. Creative work and thoughts on Interactive Marketing featured in Adweek, AdAge, The New York Times, The Wall Street Journal, Media Magazine, Emerging Interest, MarketingSherpa.com, B2B Magazine, and the Internet Advertising Bureau (IAB).

Personal

What personal life? I'm in advertising.

References

Available upon request