

Alexan Avsharian

CREATIVE DIRECTOR / COPY

www.avsharian.com • alexnewimproved@gmail.com
646-220-1678 • New York, NY

AWARDS

London International Awards 2021 Silver, Lürzer's ARCHIVE #1 Ranked USA Copywriter 2021, National ADDY Silver, New York ADDY Gold, Silver, Bronze, Gerety, Graphis Digital Video Gold, New York Festivals Bronze, Effie, TBS Funniest Commercials of the Year 2012, Ad Council Campaign of the Year 2005, School of Visual Arts #1 Portfolio Winner 2002

EXPERIENCE

Freelance Creative Director / Copywriter

DeVito/Verdi, KFilms, Ogilvy Health
October 2022 - Present

- Clients: Pfizer, Apoquel, Vyndamax, Casamigos Tequila, CeraVe Lotion, FreeKick Bank, Brandeis University
- Responsible for overseeing creative direction and copywriting for print, outdoor, social media, digital, and TV.

Creative Director

DeVito/Verdi

Oct 2021 – October 2022

- Clients: Metro Health hospital, F.I.R.E First Amendment, Laurel Road bank, Golden Hearts Games, and Roger's FishCo
- Led creative direction and copywriting efforts for finance, healthcare, seafood delivery and online gaming.

SVP / Associate Creative Director

Harrison & Star

April 2020 - Oct 2021

- Managed oncology and HIV teams, created campaigns for Biktarvy, Descovy, and Iclusig.
- Published 11 ads in Lürzer's ARCHIVE, pitched and won Pevonedistat.

Creative Director

DeVito/Verdi

Jul 2018 – April 2020

- Clients: Mt. Sinai Hospital, BayCare Hospital, Legal Seafoods, Bernie & Phyl's Furniture, Laurel Hill Bank, Lincoln Technical Institute, Gardner-White Furniture
- Responsible for creative direction and copywriting across social media, TV, print, radio, and outdoor advertising.

Freelance Creative Director / Copywriter

Terri & Sandy, DeVito/Verdi, Mccann Health, Wunderman, Inventiv Health, Ampology
July 2016 – May 2018

- Clients: Peeps Candy, Mike & Ikes, Wyndham Hotels, Avon, Ruby Tuesday, Disney, Gerber, Party City, Breast Cancer, Isle of Capri casino, psoriasis awareness, cardiology, asthma, health diagnostics
- Worked on a range of projects, including social media, digital, radio, print, and outdoor advertising.

SVP, Creative Director

Publicis Kaplan Thaler

July 2002 – May 2016

- Won 6 accounts: Wendy's, Celebex, Zolofit, Caduet, TiVo, Capital One, and Edmunds.com.
- Produced 70 national TV spots in 14 years, plus digital campaigns, social media content, and outdoor advertising.
- Clients: Zostavax, Lunesta, Brilinta, Symbicort, Lyrica, and Humira, Swiffer, Aflac, NAPA, Dawn, U.S. Bank, Ruby Tuesday, Outback Steakhouse, Hot Pockets, Herbal Essences, Aussie, Infusium, Office Depot, Marshalls, Burlington, Subway, Blimpy, Verizon.

EDUCATION

School of Visual Arts NYC / 2002

Bachelor of Fine Arts and Advertising

- #1 SVA Advertising Portfolio, BBDO \$5000 Scholarship/Internship winner, Academic Scholarship winner. 3.8 GPA