

ALEX AVSHARIAN

Creative Director / Copywriter

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WORK SUMMARY

Over the last several years, I've worked both freelance and staff for a few creative leaders, often returning to the same group multiple times. Adam Hessel was ECD at both Harrison & Star and The Bloc, where I served in both roles. At DeVito/Verdi, I also moved between staff and freelance, shaping integrated campaigns across retail, finance, and public-service brands. KFilms in LA has been a steady client for years on brand, TV, print, and digital work.

Each agency had its strengths, but none quite fit long-term. Before that, I spent 14 years at Kaplan Thaler Group / Publicis, producing national campaigns for iconic brands including Wendy's, Aflac, Capital One, Swiffer, and Dawn. Experienced in concepting, brand strategy, and cross-discipline collaboration, I'm now ready to join a great team full-time, create lasting work, and help build brands that stand out. P.S. irreverence is my north star.

Freelance CD / Permalancer — DeVito/Verdi, KFilms, The Bloc (Nov 2023 – current)

Nattokinase supplement, Cleveland Clinic Children's Hospital, heart-health, and public-health campaigns.

Creative Director — The Bloc (May 2023 - Nov 2023)

Concepted and wrote across national healthcare and wellness brands including heart, kidney, and Alzheimer's.

Freelance Creative Director — DeVito/Verdi, KFilms, Ogilvy Health, and others (2022 – 2023)

Developed integrated campaigns for lifestyle, awareness, and consumer brands including Golden Hearts Games, NY Health Awards, and BayCare Hospital.

Creative Director — DeVito/Verdi (2020 – 2022)

Directed creative for retail, finance, and advocacy clients including Bernie & Phyl's, Laurel Road Bank, Roger's Fish Co, and F.I.R.E. (First Amendment).

SVP / ACD — Harrison & Star (2019 – 2020)

Led creative teams and new business pitches; 11 ads published in Lürzer's Archive. Brands included Biktarvy, Descovy, and Iclusig.

Freelance CD—Terri & Sandy, DeVito/Verdi, Mccann Health, Wunderman, Ampology (2016 – 2019)

Peeps Candy, Ruby Tuesday, Disney, Gerber, Party City, Wyndham Hotels, Avon, Breast Cancer, Isle of Capri casino, psoriasis awareness, cardiology, asthma, health diagnostics. Social, digital, radio, print, TV and outdoor

SVP, Creative Director — Kaplan Thaler Group / Publicis (2002 – 2016)

Led teams across retail, consumer, and financial categories. Won seven major accounts including Wendy's. Produced over 70 national TV spots and led all national radio initiatives, delivering fully integrated creative across digital, print, and broadcast.

AWARDS

2024 ADDY's Gold, 2023 MM+M Silver, 2022 Clio Shortlist, 2022 Graphis Gold, 2021 London International Awards Silver, 2021 Lürzer's ARCHIVE #1 Ranked USA Copywriter, New York Festivals Outdoor, Gerety, Effie, TBS Funniest Commercials of the Year, Ad Council Campaign of the Year.

EDUCATION

School of Visual Arts — BFA Advertising, 2002

#1 Portfolio Winner, BBDO Scholarship, Aschino Academic Scholarship, 3.8 GPA