

Alex Avsharian
Creative Director | Copy | New York, NY
alexnewimproved@gmail.com | 646-220-1678 | alexisgreat.com

SUMMARY

Known for finding the funny or smarts in brands, and building campaigns people actually want to watch. National campaigns include Wendy's, Aflac, NAPA Auto, Swiffer, Dawn + Biktarvy, Wegovy, and Vyndamax. Local comedy campaigns for Mt. Sinai, Bernie & Phyl's Furniture, Legal Seafood, Spent 14 years at Publicis Kaplan Thaler creating iconic brand campaigns, followed by other staff roles and full time freelancing. Now looking for a great shop to call home.

Freelance Creative Director | 2016–present in between staff roles.

Consistently working between staff roles. Last pitch won: January 2026. Agencies include McCann, DeVito/Verdi, The Bloc, Terri & Sandy, Wunderman, Ogilvy Health, and KFilms. Recent work includes funny social campaign for currently secret brand, award winning campaigns for New York Festivals, Bernie & Phyl's furniture, Legal Seafoods, BayCare Hospital, and the F.I.R.E Free Speech initiative. Campaigns span across social, TV, digital, radio, print, and outdoor.

Creative Director — The Bloc | Jun 2023 – Oct 2023

Dedicated to assuring all creative was top notch on all brands and new business.

Creative Director — DeVito/Verdi | 2018–2020, 2021–2022

Led integrated campaigns across TV, social, digital, radio, print, and outdoor.

SVP, Associate Creative Director — Harrison & Star | 2019–2020

Led teams and new business pitches. 11 ads published in Lürzer's Archive.

Creative Director — Ampology | 2016–2017

Led creative for Party City across broadcast, digital, radio and campaigns.

SVP, Creative Director— Publicis Kaplan Thaler | 2002–2015

Led teams and created national campaigns for clients including Wendy's, Aflac, Capital One, Swiffer, and Dawn.

Produced over 70 national TV spots, won Wendy's pitch and many others.

AWARDS

2025 ADDY Silver, 2025 MM+M Gold, 2024 ADDY's Gold, 2023 MM+M Gold, 2023 Clio Shortlist
2022 Graphis Gold, 2021 London International Silver, 2021 Lürzer's ARCHIVE #1 Ranked USA Copywriter,
14 Ads in ARCHIVE, TBS Funniest Commercials of the Year, New York Festivals Outdoor, Gerety, Effie,
Ad Council Campaign of the Year.

EDUCATION

School of Visual Arts 2002— BFA Advertising | #1 Portfolio Winner, BBDO Scholarship Winner.