

Alex Avsharian

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SUMMARY

Creative Director and copywriter behind national campaigns for Wendy's, Aflac, Capital One, Swiffer, Dawn + Biktarvy, Wegovy, and Vyndamax. Spent 14 years at Publicis Kaplan Thaler creating iconic brand campaigns, followed by staff roles and freelancing. Known for finding the funny or smarts in products, and building campaigns people actually want to watch. My goal now is to land at an agency full time!

Freelance Creative Director/Copy | 2016–Present in all staff role gaps

Consistently working between staff roles. **Last pitch won: January 2026.** Agencies include Ogilvy, McCann, Terri & Sandy, Wunderman, DeVito/Verdi, KFilms, and The Bloc. Recent work includes funny mobile campaign for currently secret new 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. Created integrated work across TV, digital, social, radio, print, and outdoor.

Creative Director — The Bloc | June 2023 – Oct 2023

Dedicated to assuring all creative is top notch on national campaigns and new business.

Creative Director — DeVito/Verdi | 2019–2021, 2022-2023

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

Creative Director — Harrison & Star | 2018–2019

SVP / Associate Creative Director. Led teams and new business. 11 ads published in Lürzer's Archive.

Creative Director — Ampology | 2016–2017

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

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

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

Produced over 70 national TV spots, pitched, and won Wendy's.

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