

ALEX AVSHARIAN

CREATIVE DIRECTOR (COPY)

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FREELANCE CREATIVE DIRECTOR / COPY

Devito/Verdi, KFilms, Ogilvy Health October 2022 - present
Pet health, Oncology, Brandeis University.

CREATIVE DIRECTOR

DeVito/Verdi Oct 2021 – October 2022

F.I.R.E 1st Amendment Rights, Laurel Road Bank, Metro Health, Golden Hearts Games, Roger's FishCo.
Resigned to work freelance.

SVP ACD, HCP

Harrison & Star April 2020 - Oct 2021

Published multiple ARCHIVE ads, becoming Lürzer's #1 ranked USA Copywriter. Managed oncology and HIV accounts and teams. Biktarvy, Descovy Keith Haring campaign, Iclusig, and won Pevonedistat pitch.
Resigned to return to DeVito/Verdi.

CREATIVE DIRECTOR

DeVito/Verdi Jul 2018 – April 2020

Legal Seafoods, Mt. Sinai Hospital, BayCare Hospital, Bernie & Phyl's, Laurel Hill Bank, Lincoln Technical Institute, Gardner-White, social, TV, print, radio, outdoor.

Resigned to try HCP with old partner Adam Hessel, CCO of Harrison & Star, now at Ogilvy Health.

FREELANCE CREATIVE DIRECTOR / COPY

Terri & Sandy, DeVito/Verdi, Mccann Health, Wunderman, Inventiv Health, Ampology

July 2016 – May 2018

Peeps, Mike & Ikes, Wyndham Hotels, Avon, Ruby Tuesday, Disney, Gerber, Party City, Breast Cancer, Isle of Capri casino. DTC Psoriasis, cardiology, asthma, diagnostics. Social, digital, radio, print, outdoor.
Stopped freelancing to join DeVito/Verdi on staff.

SVP, CREATIVE DIRECTOR

Publicis Kaplan Thaler

July 2002 – May 2016

Won 7 accounts: Wendy's, TiVo, Capital One, Edmunds.com, Celebrex, Zolofit, and Caduet. Wrote 70 national TV spots, plus digital, social, and outdoor. Swiffer, Aflac, NAPA, Dawn, U.S. Bank, Ruby Tuesday, Outback Steakhouse, Hot Pockets, Herbal Essences, Aussie, Infusium, Office Depot, Marshalls, Burlington, Subway, Blimpie, Verizon Hum, Zostavax, Lunesta, Brilinta, Symbicort, Lyrica and Humira.

• *Part of mass layoff after Publicis merged with Kaplan Thaler Group following Wendy's win.*

EDUCATION

School of Visual Arts NYC / 2002 Bachelor of Fine Arts and Advertising

#1 SVA Ad Portfolio, BBDO \$5000 Scholarship/Internship winner, Academic Scholarship winner, 3.9 GPA.

AWARDS

2022 London International Awards, 2021 Lürzer's ARCHIVE #1 Ranked USA Copywriter, Gold/Silver Addies, TBS Funniest Commercials of the Year, Ad Council Campaign of the Year, NYC Festivals Outdoor, Graphis, Gerety and more.