

Alex Bloom, Creative Director

Enthusiastic leader with keen cultural insights, inclusive tone, unmatched work ethic, and rare ability to reliably create the unforgettable.

Nestlé, – UK, EU, RU (Current)

Creator + Creative Director of new, multi-million dollar campaign for Europe's #1 Cat Food. Launch creative involves my original music and lyrics, YouTube and TikTok partnerships, celebrity performances, hilarious social media and digital initiatives, multi-city OOH, and all traditional media across the entire continent.

Pet Rescue Pilots – Los Angeles (2019-2020)

Executive Creative Director for launch of this 501c3: led strategic sessions; named organization; logo design/brand assets; collateral copy and design; website design, copy, coding; all social media presence. In just over a year PRP is soaring with a following of over 70k, consistent press coverage, nearing 100k in donations, multiple national grants, and – most important – nearly 1500 pets landing in forever homes!

Daddy Issues – Gravitas Pictures, Los Angeles (2017-2019)

Writer & Producer of the award-winning feature DADDY ISSUES: multiple festival wins including *Outfest* and *London International*; theatrical release, exclusive Netflix run, currently popular on multiple streaming platforms.

CU24/CULIANCE – Los Angeles + Orlando (2014-2018)

Executive Creative Director to team of 30+ providing all B2B and B2C AOR materials to, and rebuilding the internal marketing department of, this leading financial services network: raised industry awareness by over 30%; launched several successful new products and services; 3 record-setting sales years led to company merger with industry titan, FIS.

Avrett, Free, Ginsberg/Interpubic Group – New York City (2000-2004; 2008-2015)

Executive Creative Director + Copywriter for some of the industry's most memorable 360 campaigns for clients such as: Nestle Purina, Prestige Brands, Bacardi Spirits, Tisch Foundation, and dozens more.

Wrote and Voiced the legendary, "It's Beggin!" Beggin' Strips commercial

Played integral role in pioneering Nestle Purina into the digital age, ushering their pet portfolio into social media and creating their first branded entertainment series

Creator of several successful brand launch campaigns

Supervised creative department of 30+

Diversity committee chair

Lead for agency Latin American brands

Source Marketing – Westport, Connecticut (2005-2007)

Creative Director for several of this mid-size agency's top accounts including: TimeWarner Cable, Frank's Red Hot Sauce, French's Mustard. Created account winning work for several new business pitches including SKYY Vodka and Yellow Tail Wine.

Also...

Highly Skilled in: Adobe Suite, MS Office, UI/UX

High School English and Theatre Teacher

Assistant/Contributing Writer: Late Night With Conan O'Brien

Writer/Director "Unleashed" – a top 10 iTunes comedy podcast

Writer/Director "60 and Pregnant" viral sensation with over 2 million views

BA: Dickinson College, Carlisle, PA

Member: SAG/AFTRA, WGA

Singer, Songwriter, Pianist

Animal and human rights activist; environmentalist

His skills, wit, and personality make him the most talented person with whom I've ever worked." – Joe Petruccio, CCO, AFG

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