

# MARK ABELLERA CREATIVE DIRECTOR

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## *GYPSIES TRAMPS + THIEVES, NYC FOUNDER, CREATIVE DIRECTOR / '15-present*

Created a project based digital content studio servicing small start-up clients through a network of freelance creatives, producers, account directors and strategists. Serve as Creative Director, but also "face of the agency" on all projects from website design and development, branding, online/digital film writing and production, to communications strategic platform development.

## *FREELANCE COPYWRITER + CREATIVE DIRECTOR / '13-present*

Based in NYC and currently utilizing a career's worth of experience freelancing for agencies in need wherever they may be; US agencies include Goodby Silverstien & Partners, Droga5, Wieden + Kennedy/NYC, TBWA Chiat/Day, HudsonRouge/NYC, Johannes Leonardo amongst many others. International experience includes YR/Paris, 180/Amsterdam, Amsterdam worldwide/Amsterdam, and Scholz & Friends/Hamburg.

## *MCGARRYBOWEN, NYC GROUP CREATIVE DIRECTOR / '09 - '13*

Initially contracted as a freelance copywriter to help launch the first "Droid" phone from Verizon. After a hugely successful launch that won several Effie awards, the agency was given the entire Verizon \$500million account and I was brought on to help manage and run the "Droid" account fulltime. Responsibilities included staffing and overseeing subsequent Droid phone launches as well as to head up the Verizon Sports + Branded Entertainment group. Was also tasked with B2B and brand efforts. Engaged in frequent client facing presentations and led a group of more than 20 people including both fulltime and freelance creatives and across account and planning departments. Produced content for broadcast, digital, and social channels.

## *BBH, NYC GROUP CREATIVE DIRECTOR / '05 - '07*

Responsible for domestic efforts of British Airways, working directly with Sir John Hagerly on the launch of of the Club Class. Worked closely with young teams to inspire and create rebranding campaigns EDS as well as several Unilever health and wellness brands. Lead and won new business pitch for the \$25million Sobe Beverages account.

## *MCCANN, NYC CREATIVE DIRECTOR / '04*

As a CD team, we oversaw efforts for the ECD's on various projects for Intel. Worked closely with the ECD's on direction, organization of workloads and management of junior teams.

## *MERKLEY NEWMAN HARTY, NYC ASSOCIATE CREATIVE DIRECTOR / '03- '04*

Began as a freelance copywriter on the Mercedes-Benz account as well as SBC telecom. Eventually joined fulltime to continue working on those brands as well as creating a campaign that eventually won the Maybach account.

## *GOODBY SILVERSTIEN & PARTNERS, SF SENIOR COPYWRITER/ '00-'02*

Hired as senior lead writer on SF/Pacbell, but also worked on several other Goodby brands including Budweiser, HP and Discover card. TV spots created for Pacbell and HP won several awards.

## *TBWA CHIAT/DAY, LA COPYWRITER / '96-'00*

Was able to win a position as a writer on the wildly popular "enjoy the ride" campaign for Nissan. Learned the business and how powerful award winning creative can be for a brand under the watchful eye of Lee Clow. Brands included Nissan, Kinko's (creating a campaign that also won the Kinko's business) Infiniti, Playstation and Apple.