

# Lisa Lewis

New York, NY • 917-825-1140 • [LisaLewisCreativeDirector@gmail.com](mailto:LisaLewisCreativeDirector@gmail.com)  
[LisaLewisCreativeDirector.com](http://LisaLewisCreativeDirector.com) • [Linkedin.com/in/lisa-lewis-creative-director-writer](https://www.linkedin.com/in/lisa-lewis-creative-director-writer)

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## CREATIVE LEAD EXPERT IN ENTERTAINMENT AND TECH MARKETING

*Digital Leader and Brand Storyteller with razor-sharp creative instincts and 10 years of agency experience driving breakthrough creative campaigns & game-changing brand initiatives for global entertainment properties, developing digital strategy and creating compelling content that has direct impact for the brand. Valued problem-solver, mentor and manager, skilled in collaborative leadership with a unique ability to bring people together.*

- *Leader of solution-oriented campaigns and strategies that align across mediums & disciplines including major media, content channels, interactive, experiential, design, written and visual*
- *Skilled in creating accessible product stories that connect meaningfully with consumers*
- *Seasoned writer, editor, motion director & marketer*
- *A master of show, don't tell who lives to dive in, collaborate and create*
- *Respected for prioritizing cross-functional team collaboration and inspiring talent & trust*
- *Curious, trend-watcher and culture-consumer, always seeking new influences and inspiration, and devoted to the intersection of marketing, entertainment and technology*

Campaign Ideation & Execution ♦ Pitches & Briefs ♦ Brand Development ♦ Design ♦ Prototypes & Mock-ups ♦ Writing & Editing ♦ A/V Production & Direction ♦ Digital Strategy & Marketing ♦ Creative Team Leadership

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## PROFESSIONAL EXPERIENCE

FRONTIER COMMUNICATIONS, New York, NY

July 2021 – Present

### Senior Manager, Content Marketing & Social Media

*Collaborate with Business Teams and Entertainment & Technology Partners (Netflix, HBO, Showtime, YouTube & tech brands) to develop content to support ISP's consumer acquisition goals. Lead team of writers, creators, designers through brief development, approval & production.*

SPOTCO ENTERTAINMENT ADVERTISING, New York, NY

2010 – 2020

**Promoted 4 times** for outstanding contributions to creative and strategic excellence and team building.

### Creative Director (09/2017 – 8/2020)

*Key client-facing creative, responsible for developing trust and influence with stakeholders at all levels. Invented and executed brand marketing campaigns with a focus on multi-channel content for major entertainment properties (Hamilton, Amazon's Audible Theater, NBC). Lead 8-person cross-functional creative team (designers, writers, editors, motion artists, vendors), with feedback that moved the conversation forward and provided big-picture, goal-driven strategic oversight.*

- **Drove innovation by introducing AR/ VR and 360 cinematography into campaigns**, including Broadway's first ever Go-Pro capture of a live show
- **Increased Gen Z engagement as measured** by follows, shares & ticket purchases **by developing content specifically for Instagram, TikTok & Snapchat**
- Transformed broadcast department into **fully interdisciplinary digital content studio**
- **Partnered with analytics teams to inform creative, optimize ranking & search volume**
- **Lead partnership with Google Unskippable Labs to improve mobile campaign effectiveness**

**Senior Writer** (7/2016 - 8/2017)

*Exemplified excellence in the ideation and execution of major 360 campaigns. Demonstrated high level of craft, flexible voice, tone, style and ability to write and ideate across mediums.*

- Developed 360 campaigns that included digital, radio, print, film, live events, short and long-form narratives, content and interactive experiences, working directly with other creatives
- **Participated in all key art, graphic and typography design development, shoots and pitches**
- **Trained and managed copy team**, worked with HR to examine hiring practices to improve EDI

**Writer** (2/2010 - 6/2016)

*Crafted thumb-stopping scripts, social content, messaging and creative solutions across film, digital & print. Excelled in collaboration with all internal creative and strategic teams and senior partners.*

- **Scripted Hamilton radio spot recorded by Tom Hanks** (407k views) and Got Hamilton? Parody Commercial (934k views)

**NEW LINE CINEMA, New York, NY**

**6/2004 - 1/2010**

**Screenplay Analyst and Story Editor**

*Skilled story analyst, worked with executives to develop materials for acquisition and filmmakers to implement feedback. Scouted major festivals and recommended films for option.*

**TRIBECA PRODUCTIONS, New York, NY**

**3/2005 - 5/2009**

**Freelance Story Editor**

*Valued story editor, worked with owners Robert De Niro and Jane Rosenthal. Provided detailed notes on projects in development. Piloted competitive script submission process.*

**THE WEINSTEIN COMPANY, New York, NY**

**6/2007 - 9/2008**

**Freelance Reader**

*Praised for insightful, highly readable coverage reports, briefed executives on commercial adaptation potential, handled large amounts of work on tight-deadlines, reported to Bob Weinstein.*

**EDUCATION**

**New York University, Tisch School of the Arts, The Kanbar Institute of Film and Television**  
Dramatic Writing & Film/TV

**2004**

## **ADDITIONAL**

- Facebook Certified Creative Strategy Professional
- Volunteer with Girls Write Now
- I'm a diplomat in the office, Jackson Pollock in the kitchen and always the first on the dance floor