

Lisa Lewis

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CREATIVE DIRECTOR EXPERT IN ENTERTAINMENT MARKETING & CREATIVE STRATEGY

Creative Director and Brand Storyteller with razor-sharp creative instincts and 10 years of agency experience driving breakthrough branding and campaigns for global entertainment properties, developing innovative creative strategy & compelling content that captures consumer attention and viewing hours. Valued problem-solver, mentor and manager, skilled in collaborative leadership with a unique ability to bring people together.

- **Leader of best-in-class branding & creative campaigns** that align across consumer touchpoints
- **Multidisciplinary creative experienced in ideating and executing across mediums** including key art, A/V, visual design, content, social, digital, interactive & experiential
- **Skilled in connecting meaningfully with consumers**, driving audience acquisition and retention
- **Seasoned writer, editor, motion director & marketer**
- **Deep knowledge of storytelling, world-building & consumer journey** in the entertainment space
- **Respected for prioritizing cross-functional team collaboration and inspiring talent & trust**
- **Trend-watcher and culture-lover devoted to the intersection of marketing & entertainment**

Campaign Ideation & Execution ♦ Key Art & Brand Development ♦ Copywriting, Brand Messaging & Positioning Design ♦ A/V Production & Direction ♦ Digital Strategy & Marketing ♦ Creative Team Leadership

PROFESSIONAL EXPERIENCE

FRONTIER COMMUNICATIONS, New York, NY

July 2021 – Present

Senior Manager, Content Marketing & Social Media

Collaborate with entertainment partners' (HBO, Hulu, Showtime, YouTube TV) to develop highly consumable content for major ISP. Lead team of writers & digital creators from ideation through execution and delivery.

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 leader responsible for crafting attention-grabbing 360° campaigns that catapulted through a competitive entertainment landscape (Hamilton, Almost Famous, Roundabout, Amazon's Audible Theater). Led development of advertising materials and premium content from billboards to bus sides and micro-sites to digital takeovers. Responsible for pitching, collaborating and developing trust and influence with strategic partners and stakeholders. Managed and empowered an 8-person cross-functional creative team providing clear feedback & big-picture oversight.

- **Managed end-to-end creative process** including on-set content capture, art shoots, copy, A/V
- **Executed innovative creative stunts including Broadway's first live GoPro capture** for social
- Transformed broadcast department into a **fully interdisciplinary digital content studio**
- Partnered with analytics & research teams to **inform creative with data-driven insights**
- Led partnership with **Google Unskippable Labs to improve mobile campaign effectiveness**

Senior Writer (7/2016 - 8/2017)

Exemplified excellence in conceiving and executing campaigns and storytelling, providing thumb-stopping, eye-catching copy and content. Demonstrated high level of craft, creativity, flexible voice, tone, style and ability to write and ideate across mediums. Managed multiple, concurrent single-title entertainment brands and campaigns.

- **Crafted all messaging** including social copy, A/V scripts, short and long-form narratives, interactive experiences, working directly with other teams, creatives and vendors
- **Led 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 humorous, resonant and culturally topical content including scripts, taglines, blurbs, blasts, and messaging across social (Insta, Facebook, Snapchat and TikTok), A/V, digital & print. Excelled in collaboration with internal creative and strategic teams and senior partners.

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

NEW LINE CINEMA, New York, NY

6/2004 - 1/2010

Screenplay Analyst and Story Editor

Skilled story analyst working 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 amount 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