



COMMUNICATION THAT'S SHARP QUICK AND RIGHT ON POINT

ALAN CHALFIN: CREATIVE DIRECTION, DESIGN, COPYWRITING & MARKETING

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Strategic thinking. Creative concepts. Excellent executions. It's creativity that creates results. That's what I'm all about.

Be it Banking or Baseball. Car ads to get your heart racing, or pharma drugs to calm it down, or a healthy dose of vitamins, or Social Marketing of Sushi.

Whether it's drawn from years of doing powerful consumer ads, or from my vast B2B experience, I can find the creative solution that can drive results. I'm great at presenting concepts, and selling marketing plans to clients. My people skills allows me to excel at leading a meeting and inspiring any group.

New Business Wins: I've pitched and won the following businesses: LasikPlus Vision Centers, Purolator Courier, Major League Baseball, NY Racing Association, Rimonabant (Sanofi-Aventis), Long John Silvers, Fitness Senior Style, and Head Start.

Big Brand Experience: Diet- Coke, Pepsi, Gillette, Mercedes, BMW, Subaru, Kraft, Robitussin, Marriot Hotels, Polo, Burger King, DeBeers, Purina, Remington, Johnson & Johnson, Bristol-Meyers Squibb, Dodge, Frito-Lay and UPS.

Successful Interactive / B2B projects:

Vee Technologies- I wrote a 46-page website for one of the largest outsourcing companies in the world. Their expertise includes processing insurance, healthcare, legal, logistics, and engineering. The new site has opened the door to several major US Fortune 500 companies.

RD Legal funding- I recently re-branded this financial factoring company. From logo design to website, to national print and radio. With the campaign tagline, "You can wait for your fee, or you can call RD." The hits on the site have gone up 40%, and sales have doubled in one year.

NuSpecies- I re-wrote and branded this nutritional supplement site to make it appeal to a more affluent audience. I wrote and designed landing pages that mirror a TV campaign that we created. It has increased their market share two-fold (www.nuspecies.com).

Block and DeCorso- I re-wrote and designed this agency's website (the hits on the site increased by 40%) www.blockdecorso.com.

VitaminShopper.com- I launched the VitaminShopper.com website with a TV campaign emphasizing that this brand has been around for a while, and therefore making it an online company that could be trusted. Sales went up 300%.

Banner ads- I've done effective banner ads for Exubera, Motorola, and The History Channel.



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Career Overview:

ALAN C ADVERTISING: Creative Director - I rewrote and designed the website for NuSpecies (a nutritional supplement which has doubled its market share). Did 2 campaigns for Weitz & Luxenberg (Asbestos cases). Supervised direct response campaign for LasikPlus Centers. Launched Fitness Senior Style - one-on-one training for the elderly (website, brochures and ads). I also wrote the website for Vee Technologies USA (outsourcing company).

BLOCK & DECORSO: Creative Director - Supervised campaigns for Christian Healthcare Center, designed their new website, I worked on the Pompeian Olive Oil website, re-worked the Block & DeCorso website, created direct mail campaign for Blau & Blau (tax assessors).

JUMP START ADVERTISING: I consulted at Centron (Rituxan-RA), at GSW on Merck vaccines. I worked on Seasonale (oral contraceptive) at Pace and on Plavix (anticoagulant) at Torre Lazar. My experience also includes work on the Relpax, and Paxil brands at McCann.

ADIANT: Creative Director - In charge of staffing up group and launching Exanta. I worked on Toprol XL., pitched and won Provigil and Enjuvia (Barr Labs).

EURO RSCG LIFE: Group Supervisor: - Here I headed up a group on Ditropan XL, Merck Vaccines, and Rimonabant. In addition I worked on Pravachol, Pravaguard, Tequin, Plavix, Vanceril and Vanlev (BMS).

Other Consumer Experience:

Lowe & Partners - ACD - Diet Coke, MLB, Marriott, Mercedes, and Robitussin.

BBDO - Creative Director - Pepsi, Gillette, Polaroid and GE.

Levine Huntley Schmidt & Partners - Co-Creative Director - Frito-Lay, Subaru, Breakstone

JWT - ACD - Burger King

Creative Awards: One Show Silver, Andy, AD Club, International TV & Film Festival, Cannes, and a Pharma as well.

Education: Pratt Institute-Majored in Advertising-Degree: BFA

Taught: School of Visual Arts (Advertising concepts).