



ALAN CHALFIN

MULTICHANNEL CONTENT COPYWRITER / CREATIVE DIRECTOR

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OBJECTIVE: TO ACCELERATE THE POWER OF CONTENT AND DRIVE TRAFFIC TO CLIENTS' SITES AND SALES TO THEIR BOTTOM LINE.

An award-winning senior copywriter and inspirational leader seeks challenging and rewarding full-time opportunity to help an ad agency grow or a client prosper, by providing creative and strategic leadership across all channels of copywriting. Including long and short forms, brochures, e-mail campaigns, presentations, social media, storyboards, newsletters, SEO web-content, apps and video. Talents include creation of staff & recruitment, as well as mentoring young talent.

EMPLOYMENT:

COPYWRITER/ CREATIVE DIRECTOR AC COMMUNICATIONS: JULY 2009-PRESENT

- Provided copywriting, concepts, content, strategic thinking and creative direction for projects at ad agencies and clients directly including MKG, Grey Healthcare (Summit, NJ), Trajectory4brands, The Taft Agency, Cosentyx, Shire, Aralaz and Reading Health System.
- Led direct marketing efforts in TV for accounts like Weitz & Luxenberg and LasikPlus Vision Centers. The results caused huge spikes in their call centers. Wrote complete websites and rich content for NuSpecies (alternative vitamin and nutrient supplements) as well as created an Experiential Marketing Event "I'm a new species – Scan Me". This T-shirt/QR code created a huge buzz and drove traffic to their retail stores across NYC. Created a new campaign for A&E's new season, which was well received in script form. Other marketing and writing efforts included the creation of Fitness Senior Style, the writing for RD Legal Funding, Head Start, Merck Vaccines, and a complete 46 -page website for Vee Technologies.

COPY SUPERVISOR FCB-CURE: SEPTEMBER 2015-MARCH 2016

- Brought in to supervise, and lead new concepts to the agencies largest account ACUVUE contact lenses, which included 7 different sub-brands. Worked on concepts for a successful pitch for Teva's new MS drug Laquinimod. Led the charge to create marketing for the Himalayan Cataract Project – to raise funds to cure the poor & the blind worldwide.

Continued

COPYWRITER/ CREATIVE DIRECTOR BLOCK & DECORSO: MAY 2007-JUNE 2009

- Raised the creative bar at this B2B and B2C agency where work was created for Pompeian Olive Oil, Lotito Imported Foods, Barilla Pasta, Boiling Springs Bank, Blau & Blau Tax Assessors, Medaglia D'Oro, Nielsen Bainbridge, Christian Health Care Center, and Thomas Edison College. Here's where the "art talent gave way to the writing talent" as the direct marketing knowledge and experience was the leverage used to achieve superior results for the clients listed above.

ASSOCIATE CREATIVE DIRECTOR/ART LOWE SMS & PARTNERS: 2004-2007

- Pitched and won the Major League Baseball account and one of the "What a game" spots was recognized as "spot of the month" in Adweek. Helped in pitching and win the New York Racing Association – then one of the TV spots created was short-listed at the Cannes film festival. Led efforts on the "Dr. Mom" campaign and other Robitussin TV spots. Created much-noted work for Diet Coke in a campaign called "American Portraits".

ACHIEVEMENTS: Award-winning work – Includes Clio Award, One Show Awards, Andy Awards, Effie Award, NY Festival International Awards, Art Directors Club Award, and a Manny Award (Pharma award).

LECTURING & TEACHING: Lectured at CCNY on the evolution of advertising and the internet and social media. Taught basic advertising copywriting at School of Visual Arts and Bergen Community College (all after hour programs)

EDUCATION: Pratt Institute, BFA