Todd Carey

CREATIVE DIRECTOR/COPYWRITER

Santa Monica, CA, USA

toddpcarey@gmail.com
310-729-3003 mobile

Award-winning Creative Director and Copywriter. Also, a UCB and Second City comedy writer.

Awards: TED Ads Worth Spreading, One Show Entertainment, CA, One Show, Cannes Lions, Webby Awards, Effies, Clios, Beldings (Best Integrated Campaign), ANDYs, ADDYs, Print, Hatch, ProMax, Archive, Ad Age Best, Cannes Lions (U.S. Young Lions Winner).

Experience

Creative Director/Copywriter

Los Angeles/Worldwide
Nov 2021 - Present

Freelance

Recent projects: Liquid + Arcade (Netflix, Warner Brothers, Capcom, Striking Distance Game Studios, Velan Studios, RiverGame, 24 Entertainment /NetEase, XSeed Deadcraft, and others). Xsolla Inc. (wrote a 300-page coffee-table book on Xsolla's video game characters and IP).

Brand Creative Director (Copywriter)

Manhattan Beach, CA
Jun 2021 - Nov 2021

Fisker Inc. (EV Company)

Creative lead on a wide array of Fisker branding and ESG projects, including:
Fisker.com website relaunch, Fisker App copy, branded social posts on Facebook, Instagram, LinkedIn, etc., branded e-mails, ESG copy on web/social, branding books, OOH, NYSE content, auto show content: exhibit copy, product specialist scripts, promos, SEO website copy, digital branded content, and more.

Creative Director/Copywriter (Freelance)

Todd Carey Creative

Available Worldwide. Based in Los Angeles, CA, USA.
Apr 2018 - Jul 2021

Available for freelance projects or full-time. Call +1-310-729-3003 or email toddpcarey@gmail.com for info. Current clients: EA video games, Hyundai, Las Vegas ("What Happens Here..."), Shepard Fairey's Studio Number One, Experian, Porsche, and others.

Creative Director

Deutsch

Los Angeles
Jun 2014 - Apr 2018

Creative director on Volkswagen.
Responsible for bringing the Volkswagen brand to life in multiple categories – from national to retail – creating fully integrated campaigns encompassing every consumer touch-point, including digital, branded content and social.
• Created integrated advertising for a wide range of national VW projects, including the VW Golf Alltrack launch, Jetta launch, VW Warranty launch, VW Atlas, Passat and more. Executions include national TV, radio, OOH, digital, social, print, pitch videos, and more.
• Supervised and contributed to VW retail efforts as CD and Copywriter. Generated integrated retail campaigns for the VW brand. Including Tier 2 retail TV and digital spots for over ten VW models, and sales events marketing (SignThenDrive, Model Year End Event, etc.). Developed creative on VW dealership POS, print, digital, and social (Pre-roll spots, social creative copy for VW Facebook, YouTube posts, Instagram, and more).
• Contributed to other Deutsch accounts as well. Worked on the Target Star Wars promotion, EMERGE, and Hack the Drought/L.A. Futurethon (pro-bono creative for the Los Angeles Department of Water and Power (LADWP).

Creative Director/Copywriter (Freelance)

Todd Carey Creative

Los Angeles, California, USA
Jun 2011 - Jun 2014

Freelance Clients Included:

– Crispin Porter + Boguski (CD, Copywriting)
– McGarry Bowen (Copywriting)
– Garage Team Mazda, (Copywriting)
– SapientNitro, London, UK (Copywriting/ACD)
– Cramer-Krasselt, Porsche (Copywriting/ACD)
– MTV Scratch, Viacom Media Networks (Copywriting)
– UE Boom, GreenLight Media (Branded Content and Creative Direction)
– Documentary TV Series, @Radical Media (Screenwriting)
– Fox Sports (Copywriting, Branding)
– ContentMode (Documentary Director)
– Amazon, SuperFad (CD, Copywriting, Strategy)
– King & Country/History Channel (Copywriting/Promo Writing)
– Digital Kitchen (Integrated Copywriting, CD)
– Ubisoft, Modus Operandi (Content Writer)
– SapientNitro, LA (Creative/Copywriting)
– Walt Disney Parks (Copywriting)
– Hyundai, Innocean Worldwide (CD, Copywriting)

Client experience includes: Activision, Acura, Amazon, AT&T, Bauer, Blue Cross Blue Shield, California Pizza Kitchen, Dexter Hewlett-Packard, Honda: Fit, CR-V, Odyssey, Accord, Honda Fuel Cell Car, Hybrids, Pilot, Civic and others, Honda Documentary Series, Hood, Hyundai, IndyCar, Keds, Kubota, L.A. Marathon, Los Angeles Kings, Mandalay Bay Hotel & Casino, Partnership for a Drug-free America, Pioneer, Polaroid, , Save The Children, Spalding, UNICARE, VH-1, WellPoint, Walt Disney Parks and more.

V.P., Assoc. Creative Director

RPA Advertising

Santa Monica, CA, USA
Mar 2002 - Jun 2011

• Co-creator, Writer and Producer of the DREAM THE IMPOSSIBLE Documentary Series, presented by Honda. Managed all aspects of fully integrated branded content campaign. Provided leadership in producing eight different documentary films. Oversaw, supervised and collaborated with team that included Sundance award-winning directors: Joe Berlinger, Ondi Timoner and Derek Cianfrance. Integrated creative director and writer responsibilities: film treatments and pitch materials, web-based advertising, mobile advertising, social networking communications, print, outdoor, PR writing, event planning and promotion (Sundance Film Festival), new media (TiVo, X-Box Live, etc.) television spots and in-theater trailers. Executed creative from concept to release at the highest level. Worked with highest executive ranks at Honda (including Worldwide CEO) and the top executives at the production company.

• Created advertising and branded content for Honda brands. As well as manage and direct other creative teams. Provided original concepts and writing for award-winning advertising for several Honda product lines. Executed creative from concept to release at the highest level. Past assignments include: Honda Fit Launch and sustaining campaigns, CR-V, Odyssey, Accord, FCX Clarity fuel cell car, Insight Hybrid, Pilot, Civic and others. Creative direction on many Honda corporate branding efforts, including: L.A. Marathon, Honda Classic Golf, U.S. Govt. Relations, Sundance and various other branding assignments: Acura, IZOD IndyCar Series.

• Managing creative duties and collaborating on a wide array of integrated branding projects: Mandalay Bay Hotel and Casino, SOYJOY, Farmers Insurance, Kubota, Pioneer, American Century, Blue Cross of California, Blue Cross Blue Shield (seven states), UNICARE, WellPoint and others.

Assoc. Creative Director

RPA Advertising

Santa Monica, CA, USA
Apr 1998 - Mar 2002

• Concepted, wrote and produced advertising and branded content. As well as managed and directed other creative teams.

• Created award-winning advertising for several leading brands. Past assignments include: Honda national and corporate campaigns: CR-V Launch, Passport, Odyssey, Civic, Accord and various Corporate/Brand assignments. UNICARE, Blue Cross of California, Blue Cross Blue Shield of Missouri, Blue Cross Blue Shield of Georgia, WellPoint Corporate, American Century, VH-1 and others.

Copywriter

Rubin Postaer & Associates

Santa Monica, CA, USA
May 1995 - Apr 1998

• Winner of United States Young Creative Competition. Distinguished as one of two delegates to represent the United States at the international Young Creatives Competition in Cannes, France.
• Concept, write and produce advertising and branded content. As well as manage and direct other creative teams. Created award-winning advertising for several brands. Past assignments include: California Pizza Kitchen, Activision, Los Angeles Kings, US West Communications, Honda Campaigns: CR-V Launch, Passport, Accord, Prelude, Passport, Civic and various Corporate/Brand assignments.

• Save The Children. Developed print advertising for Save the Children (SCF) International Child Labor Campaign; Cannes, France, 1997

• The White House Office of National Drug Control Policy’s National Youth Anti-Drug Media Campaign; Partnership for a Drug-free America: Created TV and radio campaign for Anti-Methamphetamine message. Campaign honored by President Clinton and parents associations.

Copywriter

Leonard Monahan Lubars & Kelly

Providence, RI, USA
Jun 1991 - May 1995

• Started career at Leonard/Monahan, a well-know creative shop, in 1991. Won numerous advertising awards for his work on such clients as Polaroid, Keds, Hewlett-Packard, 94 HJY Rock Radio, WLNE-TV, American Tourister, Roger Williams Park Zoo and Bauer Inline Skates.

• Awards: Communications Arts, The One Show, Hatch Awards, New England Broadcast Awards, PRINT, ProMax (Gold: Broadcast Promotion), Billboard Music marketing Award.

Education

B.S.

Providence College

Providence, RI
Sep 1986 - May 1990

Major: Business Administration, B.S., 1990

Awards: Dean's List ('87-'90), Cum Laude ('87-'90), Writing Fellowship Nominee

Comedy Writing Training

Second City and Upright Citizens Brigade

Hollywood, CA
May 2000 - Present

Original Content/Comedy Writing Skills:

Writer and producer of original comedy (2000 to current).

TRAINING: Upright Citizens Brigade Theater. Instructors: Sean Conroy (UCB Sketch 201), Joe O'Brien (UCB Sketch 101). Collaborated as writer/producer on show with Dir. Matt Walsh (Founder, U.C.B.). Graduate of multilevel Second City Writing Program (L.A.) wrote and produced successful weekly show at Second City LA Theater. ImprovOlympic Sketch Writing.

Website Tracking

https://www.toddcareycreative.com

Awards

TED Ads Worth Spreading, One Show Entertainment, CA, One Show, Cannes Lions, Webby Awards, Effies, Clios, Beldings (Best Integrated Campaign), ANDYs, ADDYs, Print, Hatch, ProMax, Archive, Ad Age Best, Cannes Lions (U.S. Young Lions Winner).

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