

Narrative

EVERY BRAND HAS A STORY TO TELL

Buffalo, NY

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To seek out new opportunities that allow me to challenge myself creatively and to work collaboratively with like-minded passionate people in pursuit of developing superior brands.

Experience

Creative Director

Buffalo, NY

Apr 2019 - Present

Narrative

As a Copywriter and Creative Director, I've had the opportunity to create and develop regional, national and international brands. It is my passion to tell a brand's story, to create a singular narrative thread that connects all content from video and print to digital and social.

Creative Director/Copy Chief

Buffalo, NY

Sep 2016

FourthIdea Branding & Advertising

Clients include:

- Delaware North
- Westin Hotel
- Louie's Texas Red Hots
- Niagara USA
- KanJam
- O-AT-KA Dairy Corp.
- Remedy Intelligent Staffing

Executive Creative Director

Buffalo, NY
Nov 2012 - Sep 2015

SKM Group

Led all creative initiatives for a full-service agency. Presented to new business prospects as well as to existing clients. Managed a department of highly creative (and sometimes volatile) people. As part of the agency's executive team, developed internal policies and processes. Clients worked on are:

- TOPS Friendly Markets
- SunTrust Bank
- SPCA Serving Erie County
- Ethan Allen of WNY
- IdentiFix
- Darien Lake Amusement Parks
- Women's and Children's Hospital of WNY
- Northtown Automotive Group

Creative Director

Buffalo, NY
Apr 2007 - Apr 2009

Gelia

Managed department of copywriters, art directors, graphic designers and production managers. Was lead creative on brand development and strategic execution of integrated campaigns for all agency clients from international and national to regional.

Clients included:

- Independent Health
- Trico
- Caterpillar
- Cornerstone Credit Union
- Dana
- Eaton

Group Creative Director

East Aurora, NY
Jan 2004 - Apr 2007

Cenergy Communications

Lead creative on all agency clients, directing and developing creative as was needed. Also made significant contributions to all new business initiatives that resulted in 300% growth during my tenure.

Clients included:

- OXY
- Phisoderm
- Toronto Blue Jays
- NFL Network
- Time Warner
- Aussie Vineyards
- Delaware North
- Superstar WGN
- TNT

Sr. Writer/Producer

New York, NY
Jan 2002 - Apr 2003

MTV Networks

Worked for in-house creative services department developing advertising campaigns for all Viacom brands.

Clients included:

- MTV
- VH1
- Spike TV
- Comedy Central
- CMT
- Nickelodeon

Associative Creative Director

Buffalo, NY
Sep 2010 - Present

Martin Group

Manages copy department for full-service advertising agency while also leading creative initiatives for clients like:

- Erie County Medical Center
- New Era Cap
- Evans Bank
- Kenney Shelton Liptak Nowak
- Delaware North Companies

Creative Director/Copywriter

Buffalo, NY
May 2010 - Present

Freelance

Work directly with clients to provide direction on all creative initiatives. Developed strategically-driven concepts and then supervised production and execution in all media ranging from print and broadcast to online and experiential.

Clients:

- Reeds Jewelers
- Invisionit
- Ellicott Development Co.
- MyBooks
- Moog Industries
- Buffalo News

Copy Supervisor

Buffalo, NY
May 1995 - Nov 2001

Eric Mower & Associates

Promoted to supervisor from copywriter, handled all creative, from broadcast to print, for agency's largest clients. Clients included:

- Ford Dealers of WNY
- Sorrento Cheese
- Kodak
- Buffalo Sabres
- Buffalo Niagara Partnership
- HSBC Bank

Education

Portfolio Center

Atlanta, GA
Sep 1991 - May 1993

Graduated with honors from one of the country's top advertising creative schools.

BA in Marketing

Buffalo, NY
Sep 1985 - May 1990

Canisius College

Monish Bhattacharyya

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