

Lisa Lewis

New York, NY • 917-825-1140 • LisaLewisNYC@gmail.com
LisaLewisCreativeDirector.com • [Linkedin.com/in/lisa-lewis-creative-director-writer](https://www.linkedin.com/in/lisa-lewis-creative-director-writer)

CREATIVE DIRECTOR AND COPYWRITER ENTERTAINMENT MARKETING SPECIALIST

Creative Director and Copywriter with 10 years of agency experience leading bold, boundary-pushing campaigns and messaging for major single-title entertainment properties and subscription services. Award-winning storyteller with razor-sharp creative instincts. Expert in driving brand awareness, connecting with fans, audience acquisition and retention. Valued problem-solver, mentor and manager, skilled in collaborative leadership with a unique ability to bring people together.

- **Led 360° messaging that seamlessly aligns across AV, digital, social media, OOH, DM and print**
- **Skilled in connecting emotionally with consumers for long-lasting brand affinity**
- **Seasoned at growing brands from the ground-up**
- **Transformed traditional broadcast department into fully interdisciplinary digital content studio**
- **Expert in media strategy, audience engagement and revolutionizing brands' digital ecosystems**
- **Deep knowledge of storytelling, world-building & consumer journey in the entertainment market**
- **Respected for prioritizing collaboration, inspiring talent and building trusted relationships**
- **Non-traditional thinker devoted to developing the next generation of entertainment advertising**

Copywriting ♦ A/V ♦ Broadcast ♦ Media Strategy ♦ Video Production & Direction ♦ Post-Production ♦ Trailers & Commercials ♦ Campaign Strategy ♦ Campaign Ideation & Execution ♦ Pitching ♦ Briefing ♦ Branding ♦ Marketing Strategy ♦ Social Media Marketing ♦ Digital Media ♦ Content Strategy ♦ Team Management ♦ Budgeting

PROFESSIONAL EXPERIENCE

SPOTCO ENTERTAINMENT ADVERTISING, New York, NY

2010 – 2020

Promoted four times based on outstanding contributions to creative and strategic excellence.

Creative Director, Copy & Content (09/2017 – 8/2020)

Led multi-channel marketing campaigns for major entertainment properties including Hamilton, Broadway's Almost Famous & Magic Mike, Fox Musicals, Lincoln Center Theater & Amazon's Audible Theater. Managed 8 person team and collaborated with internal and external partners.

- **Launched and oversaw Amazon's Audible Theater brand and media strategy for all titles**
- **Launched and messaged over 150 campaigns for entertainment properties**
- **Led 5 seasons of Tony Award voter campaigns representing 10 winning productions**
- **Spearheaded training with Google Unskippable Labs to improve mobile campaign effectiveness**

- **Collaborated closely with producers and artists** on how to best sell their shows
- Worked with media and analytics teams to **devise boundary-pushing, data-driven creative**
- **Elevated company culture by improving team satisfaction and efficiency**

Senior Copywriter (7/2016 - 8/2017)

Exemplified excellence in the ideation and execution of copy and messaging, including scripting and direction of broadcast spots and social media content. Active in pitches, shoots, art development.

- **Crafted and executed all messaging** including blurbs, taglines, direct response, social media, websites, digital, print, outdoor, TV, radio spots & social media content, directed VO sessions.
- **Scripted, directed and oversaw post-production of multi-platform video deliverables** including teasers, trailers, BTS spots and mini-docs.
- **Concepted content, directed video and supervised post-production for Lincoln Center Theater's social channels** increasing subscribers in the 18-29 and 30-49 year old demographics
- **Interviewed high-priority talent including Sting, Spike Lee, Steve Martin, Jesse Tyler Ferguson** for behind-the-scenes video profiles
- **Trained, and mentored a diverse six-person copy team**, worked with HR to reexamine hiring and internship practices to **increase Equity, Diversity and Inclusion (EDI) 16% over 4 years**
- **Streamlined bottlenecked top-down approval process, resulting in increased efficiency**

Copywriter (2/2010 - 6/2016)

Crafted thumb-stopping scripts and messaging for all video deliverables

- **Scripted multiple commercials and radio spots including the *Hamilton* radio spot recorded by Tom Hanks (407k views) and *Got Hamilton?* Parody Commercial (934k views)**
- **Conceived messaging for *Hamilton Penn Station Domination***, featured in Adage article
- **Writer for triple-crown of Broadway non-profits: Lincoln Center, Roundabout, MTC**

NEW LINE CINEMA, New York, NY

6/2004 - 1/2010

Screenplay Analyst and Story Editor

Skilled story analyst, worked one-on-one with executives to select materials for optioning and acquisition. Worked closely with filmmakers to refine scripts per feedback. Provided detailed notes on projects in development. Scouted major festivals and liaised with artists under consideration.

- **Contributed notes to Academy Award winners and nominees *The Queen, The Wolf of Wall Street, The Blindside, The Wife, Artemis Fowl***

TRIBECA PRODUCTIONS, New York, NY

3/2005 - 5/2009

Freelance Story Editor

Valued story editor, worked with owners Robert De Niro and Jane Rosenthal, providing notes on priority projects and helping filmmakers to implement. Recommended materials for option. Piloted competitive script submission process.

THE WEINSTEIN COMPANY, New York, NY

6/2007 - 9/2008

Freelance Reader

Praised for insightful, highly readably 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

2004

ADDITIONAL

- Facebook Certified Creative Strategy Professional (Certified 06/2020)
- Entertainment writer for Frontier Communications
- Member of the Dramatists Guild
- 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.