

Lisa Lewis

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EXPERIENCE

CREATIVE DIRECTOR, COPY & CONTENT SPOTCO ENTERTAINMENT ADVERTISING New York, NY | September 2017-Present

Oversee consumer-facing 360° marketing campaigns for Broadway shows and institutions including *Hamilton*, Lincoln Center Theater, Roundabout Theatre Company, Amazon's Audible Theater, NYC GO and more. Steer strategy, creative, media, partnerships and promotions. Write and direct broadcast, radio and social media shoots. Supervise post-production sessions. Lead competitive, winning pitches to gain high-profile clients. Build, manage and motivate diverse cross-functional teams. Forge long-lasting client relationships built on trust, success and a strong rapport.

SENIOR COPYWRITER SPOTCO ENTERTAINMENT ADVERTISING New York, NY | July 2016-August 2017

Exemplified excellence in writing, editing and proofreading for consumer and client-facing deliverables. Pitched and executed TV and radio spots, directed VO sessions, wrote and oversaw messaging for direct response, social media, digital deliverables, print and outdoor. Assisted in hiring, reviewed team performance, trained writers. Streamlined approvals.

COPYWRITER SPOTCO ENTERTAINMENT ADVERTISING New York, NY | February 2014-June 2016

Crafted witty and eye-catching marketing copy for print, digital, social media and direct response. Participated in pitches, shoots, art development, wrote scripts for broadcast.

STORY ANALYST AND FESTIVAL SCOUT NEW LINE CINEMA

New York, NY | June 2004-December 2014

Piloted script submission process. Recommended work for option. Scouted major festivals for distribution ops.

EDUCATION & CERTIFICATIONS

FACEBOOK
Certified Creative Strategy Professional
New York, NY | June 2020

NEW YORK UNIVERSITY, Tisch School of the Arts
BFA, Dramatic Writing
New York, NY | 2000-2004

ACHIEVEMENTS

- **Launched Amazon's Audible Theater division** to high praise from Audible Founder Don Katz who sent our "Lifecycle of a Play" campaign to Amazon leadership as an example of great positioning.
- **Oversaw Lincoln Center Theater's message rebranding** to refresh public perception. Generated 4x new followers through targeted Facebook and Instagram motion campaigns.
- **Conceived and executed international Broadway Tourism campaign for IPW**, the travel industry's premier international marketplace and largest generator of travel to the US.
- **Pitched and won a portfolio of high-profile accounts** including Audible Theater, Questlove's *Soul Train*, Steven Soderbergh's *Magic Mike the Musical*, Cameron Crowe's *Almost Famous on Broadway*.
- **Pitched and won the competitive Ronald O. Perlmutter Arts Center account**, a groundbreaking new theater space on the World Trade Center site, with winning campaign "Where the World Trades Ideas"
- **Crafted *Hamilton* tagline and radio spot recorded by Tom Hanks.** "The story of America then told by America now" was adopted by Lin Manuel Miranda as the official line for merchandising.

AWARDS AND EXTRAS

- **As CD I've interviewed, written and directed commercial shoots and voiceovers with talent including Sting, Tom Hanks, Marisa Tomei, Ethan Hawke, Paul Dano, Steve Martin, Spike Lee and Jesse Tyler Ferguson.**
- **My journalistic work has appeared in The New York Times, ELLE Magazine, Kirkus, New York Theatre Magazine, New York Press.**
- **My play SCHOOLED was the Winner of the New York International Fringe Festival, Overall Excellence Award for Playwriting | August 2015**
- **SCHOOLED was published in Applause Anthology, The Best Plays From American Theatre Festivals 2015**
- **And critically acclaimed by The New York Times:** "Competing drives and complicated ethics fuse in Lisa Lewis's sexy and snarled SCHOOLED." - *The New York Times*
- For more about my playwriting visit www.LisaLewisWriting.com
- I'm a diplomat in the office, Jackson Pollock in the kitchen and always the first on the dance floor.