

MARK ANGELO ABELLERA

— freelance creative

310.927.2862

www.markabellera.com

mabellera@gmail.com

I'm currently freelancing as a Creative Director/Copywriter with a long track record of growth, leadership and success - both in the US as well as Europe and Asia. I've honed my skills not only in creative development and direction, but strategy as well. Looking to add new experiences to the ones I've already forged and take myself, and others, to the next level.

FOUNDER/ CREATIVE DIRECTOR

GYPRIES TRAMPS + THIEVES, NYC / founded in 2015

Founded a project based digital branding studio servicing small visionary clients through a network of freelance creatives, producers, account directors and strategists. Clients: Inari Agriculture, Invaio Sciences, Macro Oceans, Integral, Cart.com, Argosy University, Organic Nectars, Fiel

GROUP CREATIVE DIRECTOR

160over90, PHL

As part of the group leadership team, reported directly to the CCO to raise the level of the agency's creative work. Oversaw half of the agency's accounts and its creative teams to set goals and help the group find new growth opportunities. I led creative on: Philadelphia Eagles, Super Pretzel, Luigi's Italian Ice, University of Wisconsin, Colorado State Forestry Service, University of South Carolina, UIC Hospitals, Temple Health, Suffolk University.

MCGARRYBOWEN, NYC

Freelanced as a copywriter/creative director to write on a project from Verizon, was then hired full time as a Group Creative Director collaborating closely with the CO-ECDs. I managed the Verizon brand account among others. Mentored teams and overseeing their workloads, performance and evaluations. Accounts led: Verizon Droid franchise, Verizon retail/B2B, VZ Branded Entertainment Group which included the NFL, NHL, INDYCAR Racing and FOX Entertainment brands.

BBH, NYC

Led a young and talented group of creative teams out of the NYC office while collaborating with UK teams. Led a pitch for Sobe Beverages, where I worked closely with several creative teams to develop a winning campaign idea that secured the \$60 million account. Accounts: British Airways, EDS, Smirnoff Ice, Becel/Unilever.

CREATIVE DIRECTOR

MCCANN WORLDGROUP, NYC

Worked exclusively on Intel brand work including partnerships and product launches reporting directly to ECD. Created new corporate identity as well as oversaw the Intel technology partnerships with F1 Racing.

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ACD

MERKLEY NEWMAN HARTY, NYC

Promoted to ACD to initiate the Mercedes-Benz dealer groups of Southern California and the Greater Chicagoland Area as well as other Mercedes-Benz brand projects. Accounts: Mercedes-Benz dealer groups, MB Brand, Maybach.

COPYWRITER

GOODBY SILVERSTEIN & PARTNERS, SF

Created award winning work for PacBell. Other accounts: Hewlett-Packard, Discover Card.

TBWA\CHIAT\DAY, LA

Hired to TBWA/Chiat/Day to write for the "Enjoy The Ride" campaign for Nissan. Won several awards for: Nissan, Infiniti and Kinko's.

AMMIRATI PURIS LINTAS, NYC

Burger King, Labatt's Beer, RCA, Stanley Tools

AWARDS

Emmy/Academy of Arts and Television Sciences

Cannes Bronze Lion

Communication Arts x10

One Show Finalist x8

The Show (Minneapolis) Gold

The Show (Minneapolis) Silver x3

Clio Gold

Advertising Club of New York (ANDY)

International ADDY

International Automotive Advertising Awards x11

Grand Effie

Gold Effie x3

Silver Effie x2

Belding Bowl (Los Angeles) x2