

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 direction and development, 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/ ECD

GYPSIES 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. Focused on Brand ID, communications platforms, strategy, digital/social content and website design. Clients: Inari Agriculture, Invaio Sciences, MacroOceans, 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 set goals and raise the level of the agency's creative work. Oversaw half of the agency's accounts and its creative teams through projects and help find new business/growth opportunities. Developed engaging and effective creative, worked with emerging technologies to gain higher engagements. Created insightful communication platforms, social and digital strategies/content. Shaped campaigns and mentored teams. Primary accounts were The Philadelphia Eagles, Super Pretzel, Luigi's Italian Ice, University of South Carolina, Colorado State Forestry Service, UCSD, UIC Hospitals, Temple Health.

MCGARRYBOWEN, NYC

Freelanced as a copywriter/creative director on a pitch for Verizon. Verizon, was then hired full time after winning the entire account as a Group Creative Director collaborating closely with the CO-ECDs. Created the voice and launched the industry changing DROID franchise. Managed the Verizon brand and many of its sub-groups. Mentored and challenged teams to get their best work, oversaw their workloads, performance and evaluations and ushered through multi-platform integrated campaigns. Created and led the inaugural Branded Entertainment Group partnering with 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.

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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.

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.

SENIOR COPYWRITER

GOODBY SILVERSTEIN & PARTNERS, SF

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

TBWA\CHIAT\DAY, LA

Wrote 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