

JON RESNIK - CREATIVE DIRECTOR + WRITER
JONRESNIK@GMAIL.COM
WWW.JONRESNIK.COM
917.701.2260

EXPERIENCE

CONTRACT CREATIVE DIRECTOR + CONTENT STRATEGIST

DROGA5 + TRIBALDDB + ARNOLD

New York 2011 – current

Developed narrative-driven, integrated digital solutions for new business opportunities and campaigns. Responsible for content strategy, content creation, and excellence of overall user experience. Led client creative presentations.

GROUP CREATIVE DIRECTOR

SCHEMATIC

New York + Austin 2007 – 2010

Managed creative development of digital advertising and branded experiences for national and global accounts. Served as global digital creative lead for Dell's consumer business, ensuring creative excellence on everything from email drops to integrated multi-platform campaigns, shattering sales records along the way. Functioned as agency's lead creative on pitches, winning the Blockbuster account and growing the scope of the Dell business to include all mobile device product launches. Clients included Dell, Target, Reliant Energy and Blockbuster.

ASSOCIATE CREATIVE DIRECTOR

G2

New York 2006 – 2007

Lead writer tasked with managing the writing team and bringing messaging excellence to a host of accounts. Developed highly impactful 360-degree marketing campaigns whose continuity bridged digital and traditional media, delivering the right brand message at every conceivable customer touch-point, from broadcast TV to in-store retail communication. Clients included Absolut, Ramada, Shell Oil, and Underwriters Laboratory.

SENIOR COPYWRITER

AVRETT FREE GINSBERG

New York 2003 – 2006

Senior writer for the agency's largest accounts. Responsible for growing the Bacardi and Nestle Purina accounts to include new brands. Was part of the new business pitch team credited for winning the Wolverine and 21st Century Insurance accounts. Clients included Bacardi, Nestle Purina, Wolverine and Goya.

FREELANCE WRITER + DIRECTOR

New York 2001 – 2003

Wrote ad copy, penned directors' treatments, script doctored for TV and film, and directed TV spots. Clients included FCB, Concept Farm, MTV Networks and Love Collective.

CREATIVE DIRECTOR

REPLAY TV

Mountain View, CA 1998 – 2001

Wrote and directed original TV programming for the subscription-based ReplayTV DVR service. Was responsible for forming strategic partnerships with content providers and developing interactive ad models for this personalized television pioneer.

WRITER + DIRECTOR + PRODUCER

COUNTERPRODUCTIONS

New York 1993 – 1998

Co-founded feature film, TV and commercial production company. Film and TV credits included Ties To Rachel, Spanking the Monkey, The Pompatus of Love, and Vinyl Justice. Clients included Tommy Hilfiger, ESPN, Donna Karan and MTV Networks.

PRODUCER

OPTIC NERVE

New York 1990 – 1993

Produced broadcast spots and promos for directors Jon Kane and Phelim Dolan. Clients included General Mills, M&M Mars, MTV Networks and Fox.

EDUCATION

Boston University College of Communication, Bachelor of Science in Film, 1990
Horace Mann School, 1986