


melissa berman

✉ melissa@melissaberman.com 📞 6318004704  <https://www.linkedin.com/in/melissa-berman-b123806/>

 melissaberman.com

EXPERIENCE

Freelance Associate Creative Director, Copywriter

January 2005- Present

Concept development, writing and overseeing development and production of TV, print, radio, and digital advertising campaigns at numerous advertising agencies including Saatchi and Saatchi, Kraftworks, FCB, McCann, Grey, Ogilvy, Kaplan Thaler, and more.

- Work in close-knit partnership with creative, brand, and strategic teams to generate forward-thinking strategies and ideas.
- Concept, write and produce TV and radio scripts, print, digital and experiential campaigns.
- Present projects to internal stakeholders and external clients and shepherd that process.
- Lead and mentor teams of copywriters and art directors.
- Work directly with personal clients on projects from traditional television and print, digital to branding and content strategy.

Accounts include: Big Brothers Big Sisters, AT&T, Planned Parenthood, Tylenol, Virgin Atlantic Airways, Revlon, Ralph Lauren, Schwab, Novartis and more

Associate Creative Director, Copywriter
Deutsch Inc.

January 2002 - January 2005, New York, NY

- Developed, wrote, produced and oversaw national television, print, radio and 360 campaigns.
- Led and mentored team of copywriters and art directors.
- Served on numerous new business pitches creating account winning creative.

Freelance Consultant, Writer
Various Nonprofit Organization

January 2009 - Present

- Develop and write comprehensive case studies, newsletters, video and other materials for non-profit organizations.
- Research, synthesize and establish brand voice for the organization.
- Write and create long form printed, and digital materials, introducing vision to potential donors, constituents and other audiences.
- Consult on strategy and positioning.

CAUSE RELATED PROJECTS

Founder, Director
East End Cares

Founded and served as Director of Hamptons, New York based humanitarian organization delivering critical aid, funding and volunteer support for urgent needs from Hurricane Sandy to the Refugee Crisis in Greece to the pandemic along with supporting various local non-profits and projects. Lead and managed all projects and teams with empathy, interfaced with various government divisions, liaison with press, created public awareness campaigns. Most importantly, inspired and empowered hundreds of volunteers to experience their potential, and the joys of making a difference.

East End Cares, some achievements include:

- Raised over \$1,000,000 to support various humanitarian relief projects.
- Initiated and led The Direct Relief Project, during the ongoing refugee crisis in Greece. Sent team of volunteers including Ocean Rescue, medical, and art therapy. Supplied critical medical and other supply deliveries.
- Sponsored, oversaw and designed complete renovation of local residential Domestic Violence shelter.
- Produced numerous fundraising events for various humanitarian causes.
- Served on the ground in Rockaways for 6 months collaborating with various relief groups in a leadership role coordinating events, donation and service of 35,000+ hot meals, managing volunteer crews, and press relations.
- Conceived and created public awareness campaigns.

Founder

VoteWear

- Created an e-commerce brand selling apparel and accessories to inspire voting. Dedicated portion of proceeds to various voting rights organizations. Designed art, created Shopify storefront, managed operations, promotion and influencer engagement.

Co-founder

Wings Over Haiti

On-going commitment with various initiatives in Haiti including women's health, clean water, young adult education, street children/ orphans, and malnutrition.

CREATIVE PROJECTS

Writer/Director/Producer

Lucky - Independent Short Film

Wrote, produced and directed a award-winning short comedy.

Writer, Director, Producer

Seaside Trilogy - Independent Film

Wrote, produced, and directed a series of award-winning dramatic short films about women, featured in festivals across the globe.

Writer/Director

Hetch Hetchy: Yosemite's Lost Valley, Documentary Film

Researched, wrote, and directed public awareness and policy change film to help garner support for the removal of the Hetch Hetchy dam in Yosemite's national park. Along with winning festival awards, the film was shown on public television, Capitol Hill, and the United Nations.

Writer

Nourish Magazine. Frequent writer of editorial content for online wellness magazine.

EDUCATION

Bachelor of Science, Journalism

University of Maryland • College Park, Maryland

COURSEWORK

Creative Writing

New York University, The New School, Stonybrook University Master's Degree Program

Advertising

School of Visual Arts