

If you're loved, you're hated. If you're neither, you're forgotten.

Alex Bloom

Chief Creative Officer

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Experience

Founder/CCO/COO Under 1 Roof Productions/Los Angeles, CA

I started this new kind of production company two years ago and we are quickly becoming the ultimate “one stop shop” for all things strategic and creative. From comprehensive marketing campaigns to feature films everything from concept to execution gets done Under 1 Roof.

For more please visit vimeo.com/u1r

CCO/Avrett Free Ginsberg/NYC & LA

Over twelve years associated with this mid-sized, full service agency with annual billings of about \$250 million. Opened agency's Los Angeles office in spring of '10. Interacted with clients on a daily basis. Led numerous successful new business pitches. Supervised over 30 creatives. Played integral role in developing strategy as well as creative. Clients include: Beggin' Strips, Mighty Dog, Tidy Cats, Busy Bone, Cat Chow, Health Mart Pharmacy, Parlux Fragrances, Bacardi, Glazier Group Restaurants, Empire State Building, and Manhattan Beach Education Foundation.

Creative Director/Source Marketing/Westport, CT

In my short time at this boutique firm I helped facilitate a creative department overhaul, as well as created and oversaw the development of general, promotional and direct response advertising for clients such as: SKYY Vodka, French's Mustard, Frank's Red Hot Sauce, AOL, HSBC, Time Warner Cable, Comcast Cable, Phillips Norelco, Bic and MX Energy. Played an integral part in winning many pieces of business, heavy client interaction, supervisor of creative teams.

Director of Improv Comedy/Florida Studio Theatre/Sarasota, FL

Directed and created improv comedy shows for this esteemed Equity recognized regional theatre with a subscription base of over 25,000. Taught five improv classes per week, performed four nights per week, directed four unique shows, received critical acclaim by local, regional and statewide critics. Conceived, designed and placed all advertising and promotional material for the improv and cabaret shows. Served as Creative Director for the in house marketing department and cultivated new branding for the theatre.

Other Nuggets

BA: History, English and Sociology/Dickinson College/Carlisle, PA

Assistant/Contributing Writer: Late Night With Conan O'Brien
Writer/Director of “60 and Pregnant” a Funny or Die video with over 1.5 million views

Writer/Performer “Unleashed” a top 20 iTunes comedy podcast

Featured Performer: Chicago City Limits Improv

Proud, active member SAG/AFTRA and the WGA

Contributing Short Story Author and Essayist For Various Publications

Professional Pianist

Voice of Beggin' Strips Dog

Can list all US states in alphabetical order in less than 30 seconds.