

ALEX HENDLER

CREATIVE DIRECTOR - COPYWRITER

www.alexhendler.com

SUMMARY

With over 25 years experience in digital media, film, and journalism, Alex Hendler has made a career of producing groundbreaking communications. Not many creative leaders can list “Kiefer Sutherland screenwriter” and “Sun Microsystems social media project” as career highlights.

PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE DIRECTOR - COPYWRITER, SEATTLE, WA 2009 – PRESENT

Client List: Amazon Web Services, Creative Marketing, Foster's Wine Group, Google, Hearsay Social, Infamous Studios, John Muir Health, Metia, Microsoft, OpusOne Winery, Vertical Response, What Now? Exactly!

Provide creative direction, copywriting services, and strategic direction for a broad roster of clients.

- Write copy for multiple Google Enterprise Search marketing assets, including lead generation campaigns, website, case studies, and sales collateral.
- Write explainer video scripts for multiple clients.
- Wrote website copy for John Muir Health cancer and neurosciences sections.

EXECUTIVE CREATIVE DIRECTOR, CLEAR INK, BERKELEY, CA 2008 – 2009

Client list: Autodesk, Cisco, HP, John Muir Health, Patelco, SolarCity, Sun Microsystems

Served as creative director for this pioneering interactive firm, strategizing with executive team to navigate the company's direction during challenging economic times.

- Provided strategic vision and visual direction for the HP Download Store.
- Digital Cities video writer-director, used at major Autodesk trade shows.
- Creative lead for massive overhaul of Sun Intranet, leveraging popular Web 2.0 and social media features.

EXECUTIVE CREATIVE DIRECTOR, ACXIOM DIGITAL, FOSTER CITY, CA 2006 – 2008

Client list: Countrywide, Gap, Gateway, HP, Kaiser Permanente, Sephora, Sun, T-Mobile

Led the creative development on multiple database-driven e-direct campaigns featuring sophisticated audience segmentation. Instituted massive changes in overall process to improve how creative strategy was formed and executed.

- Transformed a low morale creative team into an inspired team that won 16 creative awards in 2008, including Echo DMA and ad:tech Limelight.
- Provided creative strategy and user experience direction for Gap's Give & Get Program, which generated a 50% email open rate, 1.3 million participants, and over \$1 million in charitable donations.

VICE-PRESIDENT/GROUP CREATIVE DIRECTOR, MODEM MEDIA / DIGITAS, SAN FRANCISCO, CA 1998 – 2005

*Client List: Amgen/Wyeth, Charles Schwab, eBay, E*TRADE, HP, Intel, Michelin, Robertson-Stephens, Safeway, Sprint, Women.com*

Rose from Senior Copywriter to co-leader of a 45-person creative department, managing multiple teams of creative directors, visual designers, UX designers, Flash developers, and copywriters.

- Creative lead on multi-million dollar Amgen, HP, Intel, Safeway, Schwab, and Sprint accounts.
- Presided over successful Pentium III 7 4 online campaign launches, working with Blue Man Group to integrate with offline campaign for the Pentium 4 launch.
- Conceived of a visionary customer experience for Schwab.com that led to a major overhaul and improvement of their customer start page.
- Instrumental in winning new business for E*TRADE, Sprint, Charles Schwab,.

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FREELANCE COPYWRITER - DIRECTOR, SAN FRANCISCO CA 1995 - 1998
Client list: IDG, JavaSoft, keen.com, Perspecta, Simply Interactive, Studio Software, UMAX (SuperMac), Viridis.

Websites, advertising, direct & e-direct campaigns, CD-ROMs, interactive scriptwriting, VO & live-action direction, game design, information design, manuals, new business pitches.

- Editorial Consultant on the Rockefeller Grant-nominated interactive documentary, *POV Mt. Diablo*.

SCREENWRITER/STORY ANALYST, SANTA MONICA, CA 1988 - 1995
Wrote screenplays and treatments for Kiefer Sutherland, Trimark Pictures, Walt Disney Animation, ZM Productions. Wrote and directed the short film, *Man in the Box*. Read, synopsised, and analyzed scripts for various film companies.

PRODUCTION COORDINATOR/EXECUTIVE ASSISTANT, WARNER BROS., BURBANK, CA 1986 - 1988
Assisted executive producers David L. Wolper and Bernard Sofronski in the development and production of film and television projects, including *Roots: A Christmas Story* (ABC, 1988), *What Price Victory?* (ABC, 1988), *Napoleon and Josephine: A Love Story* (ABC, 1987).

WRITER/ASSISTANT EDITOR, LOS ANGELES, READER 1983 - 1985
Assigned, wrote and edited articles for the Cityside section. Created and wrote quirky City Briefs column. Contributed articles to *American Film*, *Drama-Logue*, and *Movieline*.

EDUCATION

American Film Institute, Los Angeles, CA
Screenwriting Fellowship 1986

University of California, Los Angeles, CA
Bachelor of Arts, History 1984

HONORS & ACCOLADES

SF Addy Gold	How Magazine Merit	DMA Echo	New Voices/New Visions
SF Addy Silver	DMA Ambit	Applied Arts	Rockefeller Grant nomination
One Show Merit	SF Awards Show	ad:tech Limelight	Nicholl Screenwriting finalist