

Chad Specter

chadspecter.com | 131 Union St. Apt. 2, Brooklyn, NY 11231 | 347.683.2016 | chad.specter@gmail.com

Summary

Award-winning creative working in broadcast television, film, brand development and digital advertising. Passionate storyteller who is adept at turning ambiguous goals into actionable creative incorporating the latest design trends. Extensive industry ties with a roster of creative and technical talent to pull from. Deep experience with video, online, social and events marketing.

- Over 35 awards and honors for creative work
- Master level 3D motion designer and video editor
- Focused on team building and finding technical solutions to creative problems
- Managed projects up to \$2M in budget

History

Executive Creative Director | Iconoclast, Inc. | 08/2012 - Present

Delivered numerous, award winning concepts, design and productions, as well as developed several high-traffic interactive experiences.

- Created award-winning, multi-channel campaigns for Showtime's biggest series - Dexter, Homeland and Billions
- Soup-to-nuts brand creation and content production
- Focus on global, acquisition and partner marketing: Showtime, CBS, Smithsonian

Creative Director - Platform | Attention Global | 06/2011 - 03/2013

- Created custom social media management platform (Clients; Mattel, Estee Lauder)
 - Over 55,000,000 unique visitors to client social pages
 - Over \$2 million in platform sales

Senior Motion Designer | Showtime Networks | 05/2009 - 06/2011

- Created a variety award-winning promos and packaging for Showtime and TMC

Senior Art Director | Scripps Networks | 04/2008 -05/2009

- Brought in-house 3D capabilities to the Food Network
- Coordinated in-house and external team of designers, editors and animators

Art Director/Designer | Independent Contractor | 01/2006 - 11/2008

- Web and digital video art director for clients: Nike, Pepsi, Showtime and CBS
- Produced award-winning multi-national content for Nike's 2006 World Cup campaign

Art Director | J. Walter Thompson | 07/2004 - 12/2005

- Lead director - digital animatics - Pfizer consumer brands
- Liaison between in-house production dept. and internal accounts teams

Digital Lead | Wet Electrics | 05/2001 - 04/2004

- Lead producer for on-location multimedia, key clients: Lladro and NEC
- Landed over \$1M in additional project sales from client companies

Awards

1 Emmy (Sports) | 1 Clio (Sports) | 12 PromaxBDA Golds | 4 Webby (Video and Interactive)

Education

Bachelor of Fine Arts | Art Institute | 1997

Skills

Resolve, Fusion, Houdini, After Effects, Photoshop, Illustrator, Cinema 4D, AVID Media Composer, Premiere, JavaScript, Node.js, React.js, Meteor.js, After Effects Scripting, MongoDB, Graphic Systems Engineering