

GEORGE LE PERA

201.665.0016 georgelepera.com georgelepera@gmail.com linkedin.com/in/georgelepera

As an eager and accomplished digital copywriting professional, I am multi-talented and highly successful. Some of my core competencies include:

- **Digital, social media, SEO and web content**, MyWit.com, FNBODirect.com, VirginAtlantic.com.
- **Email, web content, banner, social media, and affiliate marketing**. Wintrillions.com and LottoKings.com.
- **Brand strategist and guideline writer** Pearsondigital.com, HomeServe USA
- **Contextual intelligence real time predictive targeting** with Grapeshot (acquired by Oracle).
- **Broadcast, video, radio**. FNBODirect.com, DHLSameDay.com, Independence Community Bank.
- **B2B**. Capital One, Chase Bank, Pantone, MetLife.
- **Pharmaceutical with BS in Biology**. Pfizer ophthalmic products patient compliance.
- **Extensive agency and in-house experience**.

GEORGE LE PERA

201.665.0016 georgelepera.com georgelepera@gmail.com linkedin.com/in/georgelepera

Executive Summary

It's not just about creative. It's getting noticed, motivating consumers, and getting results. As a creative professional, I've delivered peerless results for Fortune 100 brands like Chase Bank and MetLife, DHLSameDay.com, high-performing companies including Capital One, VirginAtlantic.com, and Pearsondigital.com as well as cutting-edge start-ups like MyWit.com and Grapeshot (acquired by Oracle). My expertise includes digital, copywriting, websites, content, branding, broadcast, video, radio, social media, positioning, and direct response.

Professional Experience

Creative Consultant, Edgewater, NJ

2016 – Present

Clients — DHLSameDay.com— Strategy, storytelling, corporate video
New York Public Radio — Major brand proposal, communications, PR
Grapeshot (acquired by Oracle) — Contextual intelligence, web content, email, direct response
The Oliver Agency — New business proposal, positioning
MyWit.com — SEO, ecommerce, branding, strategy, digital, infographic
West Cary Group — Television positioning, script for broadcast
LottoKings.com, WinTrillions.com — Digital, social media, ecommerce, international lottery

Creative Director

2010 - 2016

HomeServe USA, Norwalk, CT

Clients — AARP, Suez Water, PSEG, and 40 utilities nationwide

Successes:

- Elevate response rates exponentially
- Increase customer base beyond KPIs
- Launch website, banners, email campaigns

Responsibilities:

- Creative — Brand ideas, positioning, advertising, communications, PR. Use deep knowledge of digital design, web content to implement fresh approaches. Storyteller. Written, verbal skills.
- Analytical — Qualitative analysis, personas, review data, focus groups. Study of ROI, response rates, segmentation, A/B multivariate testing.
- Strategy - Provide briefing, direction, digital campaigns.
- Communications — Ability to meet with C-suite executives, corporate heads, cross-departmental directors on a regular basis. Team player, active listener, build rapport easily. Internal, external.
- Management — Keep multiple marketing creative on schedule to meet tight deadlines, manage own work, schedule. Self-starter, work independently. Microsoft Word, PowerPoint, Acrobat Pro, InDesign.

Creative Director

2007 - 2009

Scuderia O2, New York, NY

Clients — VirginAtlantic.com, Pearsondigital.com, FNBODirect.com

Successes:

- Increase FNBODirect.com savings account deposits to over \$1 billion
- Proposal, strategy, win Virgin Atlantic Airways, Pearson Education accounts
- Successfully launch Virgin Atlantic Airways credit card, Pearson Education Digital Webinar experience, events

Responsibilities:

- Creative — Develop key digital communications, brand, strategy. Create breakthrough website, web content, viral, social media, blog, direct response campaigns.
- Problem Solving — Use data, focus groups, surveys to inform analytical, brand decisions. Assess new data on a continuing basis to develop new positioning, remain to top of new tools, Adwords.
- Creative Leadership — Receive information from clients, translate into briefing documents. Provide strategy, direction. Energetic brand champion. Liaise with external PR agency.
- Presentation — Create proposal, pitch, win new business at executive level. Work collaboratively across departments to develop innovative presentations. PowerPoint, Word, Acrobat Pro. Written, verbal skills.
- Management — Keep team on track in the face of multiple responsibilities, tight deadlines in a fast-paced environment. Accurately prioritize workflow. Self-motivated.

Creative Director

2000 - 2007

Company C, Integrated Advertising Agency, New York, NY

Clients — Chase Bank, MetLife, Capital One, John Deere, Bloomberg Radio, Reed Exhibition, Pfizer

Successes:

- Pitch and win John Deere, Reed Exhibition accounts
- Beat Capital One control campaign
- Create award-winning dimensional experience for Bloomberg Radio

Responsibilities:

- Creative — Brainstorm and execute winning direct response, print, digital, banner, SEO, out of home, direct to consumer and business to business, campaigns, RFPs.
- Data Analysis — Use A/B multivariate test and learn protocols, inform decisions using qualitative focus group data, investigate production methods to improve ROI, develop audience personas based on success rates.
- Creative Leadership — Create clear, concise, and actionable briefs. Provide strategic direction. Present to managers up to C-suite executives.
- Management — Role up sleeves leader by example, mentor, flourish in fast-paced energetic environments.

Education

School of Visual Arts — Information Architecture

Fordham University — Bachelor of Science

Certificates

Digital Marketing — Accenture

Business Writing — Excel With Business

Communication, Influence, and Teams — Excel With Business