

ELI MUSSER | elimussercreative.com | **tel: 412.400.6144** | **email: elimusser@gmail.com**

BRANDS I'VE WORKED WITH, FOR AND ON

BMW, MINI, Rolls-Royce, Chase, PNC, Konica Minolta, Samsung, ViacomCBS, Paramount, MTV, Pluto TV, VH1, Comedy Central, Nickelodeon, CBS News, NBCUniversal, Showtime, TV Land, Logo, Smithsonian Channel, BET, National Museum of African American History and Culture, Condé Nast, TIME, Vogue, Hunter Douglas, GlaxoSmithKline, Roswell Park Cancer Institute, Sun Farm Network, Alba Scientific, New York City Department Of Health, New York Sports Medicine, Pittsburgh Brewing Company, Englewood Hospital, Rider University, University of Pennsylvania, National University, The French Culinary Institute, Carnegie Mellon University, KUMON, Eye Level Learning, Draft Kings, .Luxury, ACE Parking

EMPLOYMENT

EMC Strategies, New York, NY

September 2022 to present: Principal, Owner — Branding, Strategy, Creative and Consulting Services

- Serving clients with integrated branding, concepting, creative direction and consultation needs in multiple verticals and industries including media, advertising, marketing, entertainment and tech
- Providing strategy, creative leadership and copywriting to clients in marketing, advertising, production and broadcast including Konica Minolta, NBCUniversal and National University
- Managing creative teams, overseeing project workflows and coordinating end-to-end processes and communication cadences to deliver outstanding results for clients and their customers
- Developing partner / clientele brand and sales relationships in a cross-industry setting, from large international corporations to startups and small businesses

ViacomCBS, New York, NY

January 2016 to April 2021: Senior Manager of Brand Strategy / Senior Copywriter, Catalyst

- Spearheaded award-winning comprehensive 360-degree campaigns for a global media and entertainment company, overseeing department teams to deliver creative concepts and executions to support clients and fulfill strategic corporate performance objectives
- Developed strategies and drafted copy for a variety of assets including broadcast, video, audio, digital, print, social media and live / special events
- Collaboratively supported internal participation-based programs, including company merger functions, volunteer opportunities and education events
- Worked with external or adjacent brand and press partners including MTV, Paramount, Pluto TV, VH1 and BET on various campaign deliverables

BANDUJO Advertising + Design, New York, NY

September 2014 to September 2015: Senior Copywriter

- Created and edited copy for advertising and digital campaigns with clients including Chase, Kumon, Condé Nast and NYC Department of Health
- Assisted in strategic and creative meetings for client campaigns
- Directed and edited creative and production for video and audio assets

RITTA, Englewood, NJ

June 2006 to May 2013: Copywriter / Technical Writer

- Wrote and edited copy for clients such as BMW, Samsung and Hunter Douglas
- Attended technical and marketing meetings for client products; traveled for assignments including BMW Magazine articles and Samsung LED TV launches
- Managed agency social media, including blog entries, Facebook and Twitter
- Oversaw and collaborated with creative team members on various projects

EDUCATION

Case Western Reserve University / Cleveland Institute of Music, Cleveland, OH

Bachelors of Arts in English and Music, 2000

ADDITIONAL SKILLS

Audio / Music

- Experience with audio best practices and processes in a commercial setting
- Proficient in voiceover, singing, instrumental performance and composition

Screenwriting / Broadcast Media

- Producer and songwriter for broadcast and sync including SiriusXM and De Wolfe
- Independent for-hire screenwriter and content developer for multiple studios