

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, Condé Nast, TIME, Vogue, Hunter Douglas, JobSnap, GlaxoSmithKline, Roswell Park Cancer Institute, American Humane Society, Committee For Education Funding, D3 Systems, New York City Department Of Health, New York Sports Medicine, Englewood Hospital, Rider University, University of Pennsylvania, University Of Maryland, National University, French Culinary Institute, Carnegie Mellon University, KUMON, Alba Scientific, Draft Kings, Pittsburgh Brewing Company, ACE Parking

EMPLOYMENT

EXECUTIVE LEAD, CREATIVE AND STRATEGY — Cardwell Beach, New York, NY

April 2025 to May 2025

- Oversaw all aspects of multiple agency accounts including JobSnap and Idaho Botanical Garden, leading coordinated creative and strategic marketing efforts to fulfill client requests and objectives
- Interfaced with agency owners on all deliverables, budgets, timelines and business development

CREATIVE DIRECTOR / BRAND CONSULTANT — Ward Circle Strategies, Washington, DC

January 2024 to January 2025

- Delivered creative direction and drafting copy for commercial and NGO/non-profit clients such as American Humane Society, D3 Systems, National University and Committee For Education Funding
- Managed creative teams, overseeing project workflows and coordinating end-to-end processes and communication cadences to deliver outstanding results for clients and their customers

PRINCIPAL / OWNER — EMC Strategies, New York, NY

September 2022 to present

- Serving clients with integrated branding, concepting, creative direction and consultation needs in multiple verticals and industries including tech, media, advertising, marketing and entertainment
- Providing creative leadership and copywriting for clients such as Konica Minolta and NBC/Universal

SENIOR MANAGER OF BRAND STRATEGY / SENIOR COPYWRITER — ViacomCBS / Catalyst, New York, NY

January 2016 to April 2021

- Spearheaded award-winning comprehensive 360-degree campaigns for a global media and entertainment company, overseeing internal teams to deliver creative concepts and executions
- Developed strategies and drafted copy for a variety of assets including broadcast, video, audio, digital, print, social media and live / special events

SENIOR COPYWRITER — BANDUJO Advertising + Design, New York, NY

September 2014 to September 2015

- 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

COPYWRITER / TECHNICAL WRITER — RITTA, Englewood, NJ

June 2006 to May 2013

- Drafted commercial and technical 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

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