**George Brianka**

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**CREATIVE DIRECTOR**

**Experienced Award-Winning Creative**

• Spearheaded sole creative team reporting directly to the CEO resulting
 in transforming a small advertising boutique into an **Inc5000 Company.**

• Created close to 100 commercials and infomercials in over 20 categories,

 **generating over a BILLION DOLLARS for clients.**

• Proven creative problem-solver in digital, web, mobile, print and television.

• Excellent knowledge of Adobe Creative Suite. Photoshop, InDesign, etc.

• Experience in Creative Leadership, Conceptual and a Team Player**!**

• Personally thanked by Tipper Gore for suicide prevention PSA.

# EXPERIENCE

**Medical Dynamics / RXMD** 2019 - Present

Freelance Creative Director

• As sole creative, my mission at RXMD is to create brand excitement and

 support for HCP and DTC categories that range from Dermatology to all

 other areas of healthcare. Devising creative platforms, presenting

 concepts, supporting all design, copy and creative needs.

**Burson-Marsteller** 2017 - 2018

Creative Director / Sr. Copywriter

• As part of Burson-Marsteller's creative team, helped create and write award-winning NYC Dept. Of Transportation’s Vision Zero campaign in TV, out-of-home, social media, NY Nets public Address, and NY Mets Sponsorship videos. **Resulting in the lowest fatality and accident numbers in over 100 years, including a 32% decline in pedestrian fatalities.**

**Cool Creative, LLC** 2012 - Present

President / Freelance Creative Director

* Created and maintains Award-winning ecommerce site PetVignettes.com.
* Created Award-winning iPhone App; **iPee Address** which was entered in **Cannes Lions Festival of Creativity** and is consistently in the **Top 100 Paid Apps** in the Apple iTunes Store.
* Garnered press with viral and social campaigns promoting iPee Address.
* Launched subway outdoor poster campaign for Healthcare company, resulting in increase in clients. Produced content for outdoor LCD Digital Billboard to promote Healthcare building.
* Wrote, Directed short horror film, “Don’t Say These Words!” as part of feature film anthology, “Devil’s Five” – Winner, **“Best Horror Film” 2018 Hell’s Kitchen Film Festival.**

**BBG&G Advertising** 2015 - 2017

Freelance Creative Director / Senior Copywriter

* Wrote and DirectedTV spot, conceptualized print ads and wrote radio for Michael’s Appliance Centerswhich was entered in the **2016 Telly Awards.**
* Wrote concepts and scripts for Dutchess Tourism TV and Digital campaign.
* Created email marketing campaign “Meet the Bee Gee’s” for BBG&G.

**Avalanche Creative Services, Inc.** 2001- 2014

Creative Director / Senior Art Director / Senior Copywriter

* Conceptualized and implemented print, collateral, digital, social and all aspects of 360º campaigns winning two **Telly Awards for groundbreaking creative** in DRTV, OTC, Health & Wellness and more.
* As sole Sr. Art Director, created concepts, wrote scripts, oversaw shoots, art directed and supervised several editors in post-production of short-form and long-form branded direct response television commercials.
* Developed, designed, and implemented company identity, website, app, self-promotional materials.

**Big Picture Communications / Hirschman Group** 2000 – 2001

Senior Art Director

* Coordinated all art direction, conceptualizing and branding from inception to production of several campaigns from direct mail to print and websites.
* Clients included Petro Heating & Oil, John Casablancas Modeling & Career Centers, InStyle Magazine, People Magazine.

**Follis Advertising, Inc.** 1999 – 2000

Freelance Art Director

* Co-created controversial Tri-State Consumer Car Insurance ad campaign that was **featured in Adweek Magazine** and **NY Post Page Six.**

Other Freelance Creative assignments have included:

**FCB Healthcare, Messner Vetere Berger McNamee Schmetterer / Euro RSCG, Ogilvy & Mather, New York, NY**

# COMPUTER/SKILLS

Extensive knowledge of Desktop Publishing / Multimedia software, e.g., Adobe Creative Cloud (Expert at Photoshop), QuarkXPress, HTML, UX Design, InDesign, Illustrator, Adobe Media Encoder, Acrobat. Storyboards, Web Design, Preparing Artwork For TV, App Design, Instrumental Soundtracks and Jingles, Cubase, Fender Guitars, Fluent in Microsoft Office (MS Word, Excel, PowerPoint, Outlook), EmailBrain, Constant Contact, iMovie Editing, Singing/Songwriting, Recording and Studio Mixing, Screenwriting, Directing, Acting

# EDUCATION

**School of Visual Arts - *Bachelor Fine Arts, Advertising***

**SUNY at Farmingdale - *Associates Advertising Art & Design***

*(Taught by notable creatives: Sal DeVito, Mike Maguire & Tom Kuntz, Jamie Barrett, Kevin Roddy, Saman Rahmanian, and Albert Kelly.)*

AdHouse - Continuing Education, School of Visual Arts - Continuing Education

# AWARDS/AFFILIATIONS

Judge - 2000 New York Festivals International Advertising Awards for Print Advertising, International Television & Cinema Advertising competition.

Winner - Gold Award: Communications, Advertising, and Marketing Association Awards 2000

Winner - Telly Award 2003, 2004

Winner, “Best Horror Film” 2018 Hell’s Kitchen Film Festival

iPee Address App - Finalist 2012 Cannes Lions Festival of Creativity

iPee Address App - Winner WABC Radio “App of the Week”

iPee Address App - Nominated for BMA ; Best Mobile App Awards

Member of The One Club, The Art Director's Club, and the HTML Writers Guild.