

George Drosis Logothetis

Creative Director / Writer
917-969-8740

ADROITNESS

From digital to traditional, I am a versatile writer who has the ability to create as well as inspire others to create powerful, attention-getting, brand-building ideas. My core competencies revolve around writing with impact, originality, and being the consummate wordsmith, whether it be three words or three thousand

PORTFOLIO: www.georgelogotheisadvertising.com

EXPERIENCE

Publicis – Creative Director (2011-2016)

- wrote and produced some of Citi's most iconic and award-winning commercials and 360 campaigns over the past few years.
- launched the groundbreaking Citibike program, creating all voice, tone, product messaging, web site content and overall brand identity.
- developed strategic briefs, consumer profiles and positioning statements, mapping the customer journey for branded content and integrated digital marketing initiatives, working in concert with clients, brand planning and strategy teams.
- created a branded entertainment film / integrated effort for Crest +Oral-B that received 8 million views, won multiple Effies, and was voted Adweek's story of the year.
- guided creative development on Citi, Crest, Nescafe and Aflac, managing creative teams, supervising entire television production process: client relations, production companies, approving all casting, location, line and off-line production, editorial + finishing, final mix recording, etc.
- was client liaison, agency representative at presentations, and partner agency meetings, working closely with all PR, in-store, digital, social, Hispanic and retail entities.

- received major press, with campaigns featured on CNN, Fox, CNBC, The Today Show, AOL, Huffington Post, BuzzFeed, Gawker, L.A. Times, and The Guardian.

Concept Farm – Creative Director (2006-2008)

- point man on the BMW Motorcycles and ESPN accounts, managing creative teams, developing strategic initiatives, writing print, digital, broadcast, and supervising all digital, social and television production; working closely with BMWNA and BMWAG.

- wrote, produced and directed branded content viral films and developed microsites for 360 initiatives; wrote, produced, supervised and coordinated development of all content on bmwmotorcycles.com: editorial pieces, films, newsletters, product copy, email blasts, retail initiatives, and collateral.

- developed first community web site for BMW riders, planning UX, design, functionality, photography, brand tonality and voice, and writing all copy.

Merkley & Partners – Associate Creative Director (2004-2006)

- wrote print, digital, broadcast and social initiatives for BMW, Mercedes-Benz, Arby's, E-LOAN, Lipitor, Smith-Barney and Ad Council.

- supervised creative teams on new business, developed strategy and content planning for major branding initiatives.

Freelance (1995-2005), (2008-2011)

- copywriter at Wieden & Kennedy, TBWA/ Chiat Day, Partners & Spade, Cliff Freeman, Deutsch, Mother, SSK, Strawberry Frog, Razorfish, BBDO, Ammirati + Puris, Havas, Y&R, McCann, JWT, Ogilvy, Grey, RAPP.

- created branding initiatives directly for clients: BMW, Comedy Central, Versus, NFL, MSG, Bowlmor, Quest Diagnostics, UTC Power, Catskill Citizens for Safe Energy, AOL, CNBC, UPN, Piaggio (Vespa, MotoGuzzi, Aprilia.)

(Highlights: created tone of voice, verbal style guide for entire 2009 Jaguar models, wrote, planned, copy edited BMW X5, X3, Performance Parts brochures and web site content, wrote and edited newsletters, wrote speeches for BMWNA

executives, wrote and sold Ad Council Fair Housing PSA campaign, planned, developed and wrote UTC Power website, launched Qtrax, world's first peer to peer music website, premiering at MIDEM conference, coordinating all press, publicity, collateral materials, and managing artist relationships.)

- published fiction and journalism in *The Baffler*, *Vignette*, *1903 Magazine*, *Speak Magazine*, *The Portland Review*, *The Brownstone Review*, *Potpourri*, *Uno Mas*

- developed film / television treatments, pilot scripts, content platforms and show bibles for James Patterson Entertainment, Cartoon Network, Nickelodeon.

Chiat / Day (1992-1995)

- copywriter on Reebok, American Express, MTV, Comedy Central, producing national television, print, radio and outdoor and direct mail campaigns.

EDUCATION

Portfolio Center (Copywriting major – winner Leo Burnett Scholarship)

Indiana University Bloomington

B.A., (English & Telecommunications - Double major, 3.2 GPA)

AWARDS

One Show Gold, Silver, Bronze, merits, Cannes shortlists (4), Clios (4), Effies (2 Gold, 2 Silver), D&AD, National Addys, NY Addys, NY Emmy, Mercury, Webby, Shorty (Best use of humor), FCS Portfolio (Best in show), Jay Chiat award, Kelly finalist.