

DREW LEWIS

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Profile

Creative professional with diversified experience in broadcast, digital, and traditional media. Focused in new media, digital imaging, video, and design. An effective designer of large projects and big brands, with a successful record of quality and diligence.

Experience

NEW MEDIA DIRECTOR, WUNDERMAN - IRVINE, CA (WPP GROUP)

2009-PRESENT

WWW.WUNDERMAN.COM

As an emerging media specialist and creative for Wunderman, I have braved the harsh elements of advertising through late nights and cold coffee. Leading the Irvine office in new-media development is no small task. It ranges from developing brand-level creative and wacky viral videos to online experiences. Meanwhile, in my spare time, I put on my blazer and moonlight as a core member of the new-business team. As a team we develop ideas and final materials that are needed for client presentations. The ability to concept, art-direct, and produce all forms of digital and traditional media has elevated the importance of this hybrid position at Wunderman. I've worked directly on clients such as Land Rover, Toshiba, Dodgers, Mattel, Southern California Edison, Southwest Airlines Rapid Rewards, Jenny Craig, Hilton, and Invisalign.

- ❖ Since my inclusion on the new-business team, we have won 10 out of the last 15 pitches.
- ❖ Won two Lester Wunderman Awards and was a Cyber Cannes finalist.
- ❖ Created and lead a core team to ideate and pitch viral media to clients.

OWNER/CREATIVE DIRECTOR, FUSIONCORP DESIGN - LEXINGTON, KY, AND LAGUNA BEACH, CA

2005-2010

WWW.FUSIONCORPDESIGN.COM

Fusioncorp is a creative group specializing in concept, design, and development, as demonstrated in the production of motion graphic, print, and Web for a wide range of clients, both East and West Coast. Fusioncorp is "defined" as the combining of elements as technology seamlessly complements creativity and concepts refine our design. What began as a dream of my partner's and mine in five years grew to a team of 10 employees based out of Lexington, KY. The challenges of having owned and sustained a small business have educated and humbled me across all mediums. Fusioncorp clients included Poly Pak, Jean Farris Winery & Bistro, Lyndon Group, Laura Bell Bundy, Wilson's Nurseries, Schmancy Purses, Two Brothers, Keep It Real Foundation, Marijuana Prevention Foundation, Salt Fine Art, and University of Kentucky.

- ❖ Started and sustained a successful design firm for five years.
- ❖ Won awards internationally and locally in 2008 & 2010.

NEW MEDIA DEVELOPER, YOUNG & RUBICAM BRANDS - IRVINE, CA (WPP GROUP)

2007-2009

WWW.YR.COM

As a new-media creative and senior editor for Y&R Irvine, I headed up the editing studio and worked on national and retail spots for Y&R Irvine, an exciting task. But that only speaks to a part of my role there in three years. After building a fully HD online-capable edit bay with multiple workstations, I began to work directly with online media to develop video for Web banners and microsites.

- ❖ Won the agency Most Valuable Person award in 2007.

Experience (Continued)

VIDEO EDITOR, YOUNG & RUBICAM BRANDS - IRVINE, CA (WPP GROUP)

2006-2007

WWW.YR.COM

Heading up the editing studio at the Irvine office gave me the opportunity to work on television spots, interactive Web, and idea generation for clients such as Land Rover, Callaway, Mattel, Hilton, Dodgers, and Morongo Casino, as well as lead presentation design for new-business pitches, including interactive DVD layout and mood videos.

- ❖ In one year increased studio revenue by 25%.

FREELANCE DESIGNER - LEXINGTON, KY

2003-2005

Throughout the final years of college and before Fusioncorp Design, freelance designing was the way of life. Using Marketing 101 and word-of-mouth advertising, I completed three short documentaries and four websites, and launched a gallery show for my work in metal sculpture. Then I slept for two weeks. Worked on clients such as Jim Beam Whiskey, University of Kentucky, Salerno & Associates, and Barney Miller's Electronics.

SOUND/LIGHTING DESIGNER/STAGE MANAGER, SINGLETARY CENTRE FOR THE ARTS - LEXINGTON, KY

1998-2003

WWW.UKY.EDU/SCFA

Responsibilities included a complete understanding of and ability to design, set up, run, and take down large productions. Worked with top-of-the-line sound and lighting equipment and gained the ability to improvise in pressure situations. Managed large crews and called multiple stage cues for cast and crew on shows ranging from solo recitals to large musicals and concerts.

Non-Career-Related Work Experience

BARTENDER/WAITER, JOSEPH-BETH CAFE - LEXINGTON, KY

2000-2006

WWW.JOSEPHBETH.COM

Slinging drinks for six years helped grow the skills of salesmanship and quality. Learned that developing a core group of regular spenders would increase profit and decrease workflow. Also, got to network with a lot of interesting and sometimes notable people. Relationships are key in this and all business.

NIGHT MANAGER/CASHIER, JOSEPH-KELLY'S FRESH FRUIT & VEGETABLES - LEXINGTON, KY

1995-1998

Managed employees as well as financial aspects for entire store. Developed time management skills by working through entire pre-college and college education. Only 15 years old and in the workforce—a true testament to work ethic.

Education

UNIVERSITY OF KENTUCKY, LEXINGTON, KY

1998-2003

WWW.UKY.EDU

Bachelor of Arts Degree with an emphasis in New Media and Sculpture

Skills

Final Cut Pro	Adobe Photoshop	Adobe Flash	Adobe Premier	Adobe After Effects
Adobe Illustrator	Adobe Dreamweaver	DVD Studio Pro	Red Cine	Apple Motion

Awards

2010 ECHO Award - Finalist - Southwest Airlines Rapid Rewards "A New Form of Free Media"

2010 National ADDY Award - Gold - Toshiba "Boys' Choir"

2010 National ADDY Award - Gold - Toshiba "Boring vs. Normal"

Awards (Continued)

2010 OC ADDYS - Bronze - Toshiba “Boring vs. Normal”

2010 OC ADDYS - Gold - Toshiba “Boys’ Choir”

2009 Cannes Cyber - Finalist - Toshiba “Gamer Preparedness Test, Black Ops”

2009 Lester Wunderman Awards - Gold - Southwest Airlines Rapid Rewards “A New Form of Free Media”

2009 Lester Wunderman Awards - Gold - Toshiba “Boring vs. Normal”

2009 Effie Awards - Finalist (Brands Experience) - Toshiba “Gamer Preparedness Test”

2009 ADDY Award - Gold - “Marijuana Prevention” Web Design

2009 ADDY Award - Gold - “Keep It Real” Web Design

2009 ADDY Award - Bronze - “Question Authority” Web Design

2008 WPPED Cream Award - Land Rover “Red Line” Campaign

2008 Lester Wunderman Award - Silver - Toshiba “Gamer Preparedness Test”

31st John Caples Awards - Finalist (Ambient/Guerilla Marketing) - Land Rover “Deep Thoughts/Red Lines”

2008 ADDY Awards, District 15 - Gold (TV) - Land Rover “LR3 Created for the One”

2008 w3 Awards - Silver (Comedy Short) - Toshiba “Gamer Preparedness Test”

Affiliations

Orange County Ad Federation (www.ocadfed.org), 2009-2011 — Board Member (Creative Director)

American Advertising Federation (www.aaf.org) — Regular member

Lexington League of Young Professionals — Regular member

Lexington Advertising Club — Regular member

Biography

Drew Lewis currently holds the role of New Media Director at Wunderman Irvine, where he leads the charge in emerging media, creative and, of course, wizardry. Embracing today’s media landscape of real-time data, co-creation with consumers, and almost limitless channel combinations, Drew is pioneering exciting new ways to develop lasting conversations between brands and consumers. Drew continues to slip bourbon in his coffee while working on clients such as Hilton Hotels, Land Rover, Dodgers, Southern California Edison, Toshiba Laptops, Jenny Craig, Callaway Golf, Southwest Airlines Rapid Rewards, Mattel, and Invisalign.

Born in 1980 in Lexington, Kentucky, he eventually caught the eye of Young & Rubicam Brands, Irvine, in 2006. Realizing he had an opportunity to learn from the best and gain large-agency experience, he went all in and moved out West—for all his dreams of a creative career. And a good tan.

Biography (Continued)

But first, there were several memorable steps along the way: After graduating with a Sculpture and New Media degree in 2004, Drew was determined to make a mark on the world. Any mark, really. His ambition (need for cash) led him to co-found Fusioncorp Design, a digital design firm. Working with REMAX Realty, Laura Bell Bundy, and the University of Kentucky, Drew quickly acquired client-service savvy and a steady drinking habit to deal with them. Creative-directing by day and bartending by night, Drew grew his list of clients and Fusioncorp flourished. Meanwhile, assigned to art-directing and editing at Y&R, Drew's caffeine-fueled days and nights were spent crafting in-house reels, new-business strategies, and award-winning client ideas. Staying awake for almost the entire first two years, Mr. Lewis completed six broadcast commercials for Land Rover and the Dodgers. Undaunted, Drew then overhauled the entire Y&R Editing Studio, setting up new online HD workstations. Next, Drew cast a mesmerizing spell on upper management and was appointed a key member of the new-business team and won the Agency MVP award in 2007.

Since then his accolades have included three Lester Wunderman Awards, a Cannes Cyber finalist, several Gold National ADDY Awards, an ECHO Award, and a WPPED Cream Award. And since his joining the work on acquiring new business, Wunderman Irvine has won 10 out of the last 15 pitches.

Drew has tackled a broad spectrum of speaking engagements, including at Digi Day and Digital Hollywood, and locally for the OC Ad Federation. He also has been published on DMNews.com and, where time allowed, given a variety of lectures.

In his free time (2:47 AM—3:15 AM), Drew snowboards, sails, and gets his nerd on watching movies and blowing things up in video games. His love for film and media keeps him young. Meanwhile, his need to travel to see and learn new experiences gives him wisdom beyond his years. But wherever his roads may take him, they all lead back to where he currently resides in Laguna Beach, California.

References

CECILIA GORMAN

WWW.LINKEDIN.COM/IN/CECILIAGORMAN

Director of Creative Services, Young & Rubicam Brands/Wunderman

Manages workflow of all creative team members, as well as bringing in new talent.

T: 949.754.2254

ANTHONY DI BIASE

EVP, Executive Creative Director, Wunderman

Manages entire creative department and single-handedly kills ideas.

(Info upon request.)

DAN OLSON

Managing Director, Wunderman

Manages the entire Wunderman Western Region.

(Info upon request.)

JEFF BROWE

SVP, Chief Operations Officer, Wunderman

Responsible for overseeing business management, strategic development and client service.

(Info upon request.)