

Alexander D. Westerman

Portfolio: www.alexwesterman.com

I'm a Creative Executive with a background in digital, e-commerce, television, film, and theater/live events. I've been successful helping translate strategic objectives creatively to build an audience connection that achieves the goals set out by the businesses and productions with which I've worked. For the last ten years I've primarily worked in the digital space with experience including brand, e-commerce, video for web, mobile (web and apps), tablet, branded entertainment, games and virtual worlds. Non-digital experiences have been retail design, tradeshow design, entertainment performances and promotional events. I've also produced non-digital creative, print advertising, OOH and broadcast commercials.

Consultant - Creative Direction | Marketing | Strategy

August 2016 - present

Spark Networks

Senior Creative Director - January 2015 - June 2016

Core responsibilities:

Spark Networks is a leader in creating niche-focused brands and provider of multicultural online personals and media in the United States and internationally. JDate and ChristianMingle are the two major iconic brands in the portfolio of approximately 30 online dating sites.

Oversee all creative, design and customer experiences for all of Spark's products globally; websites, ecommerce, apps, mobile/tablet, social, digital video, print, broadcast, live events, trade shows and alternative media.

Accomplishments:

- Rebranded JDate: created a new identity and position for one of the first dating sites on the web. Launched the new JDate digital customer experiences: website, mobile, apps and brand ID - fall/winter 2015
- Rebranded ChristianMingle - the premier destination for single Christians in the world. Launched the new ChristianMingle digital customer experiences: website, mobile, apps and brand ID - winter 2015/2016
- Created and launched new freemium app brands: Crosspaths and Spark

Early publicly reported metrics for the relaunch of JDate and ChristianMingle:

- Q4, achieved growth in total average subscribers for the first time since early 2013
- In one year, turned around subscriber losses which were -12% in 2014 to up just over +1% for both JDate and ChristianMingle.
- Spark's Q4 Mobile active users of 318,165, up from virtually nothing in Q4 2014

Guthy-Renker

Vice President Digital Marketing & Creative - January 2012 - May 2013

Core responsibilities:

Oversaw creative for all domestic and international website, e-commerce, mobile/tablet, social, digital video and still direction and production (display media, digital TV spots and marketing materials) for all brands of the largest direct-response company in the world (Proactiv, Meaningful Beauty, Sheer Cover, WEN Hair Care and others).

Developed creative strategy to best achieve business/project goals, oversaw design and implementation of creative, managed budgets and led team of designers (graphic, illustration, UX/UI, Flash & print), copy writers and producers.

Was involved with new business and strategic partnerships that furthered the company's digital creative goals: branded channels and sales for YouTube, Facebook, Connected TVs and emerging marketing channels.

Created, produced and directed celebrity/talent photo shoots and digital TV spots.

Accomplishments:

Proactive digital re-design (browser, mobile, tablet):

- Led the creative (design, UX & UI) for a completely new purchase flow. Boosted results by 14% - the most ever achieved via digital e-commerce for the company
- Created and launched new product line digitally for Proactiv - successfully managed and led transition team from old Proactiv to new Proactiv+ product line
- Redesigned both the acquisition and retention digital experiences with a focus on driving efficiencies in production, maintenance and unifying customer experiences
- Created a new testimonial experience to underscore product efficacy

Meaningful Beauty digital re-design (browser, mobile, tablet):

- Leveraged new purchase flow and customer experiences created for Proactiv and released it for *Meaningful Beauty*
- Directed video series with Cindy Crawford for social outreach
- Developed new integrated digital opportunities for Cindy Crawford to reach new customers via advertorial channels

WEN Haircare digital re-design (browser, mobile, tablet):

- Redesigned both the acquisition and retention customer experiences with a focus on re-branding as a lifestyle product line.
- Leveraged new purchase flow created for Proactiv and released it for *WEN Hair Care*
- Launched seasonal updates of new hair “flavors” to bring a more advertorial approach to the digital direct marketing
- Created multiple full suite display media campaigns to support lifestyle branding

Mattel, Inc

Creative Director - January 2009 - 2011

Core responsibilities:

- Oversaw all creative and creative marketing for Mattel Digital and Mattel Corporate Identity.
- Lead creative, strategy and production for branded websites world wide, video games, mobile and other distribution platforms and channels.

Accomplishments:

- Created a **new kids entertainment network** out of a Mattel.com's corporate holding site. In three months the domain started ranking as a top kids destination by comScore. Since the September 2009 launch, the market share of all Mattel brand sites has increased, with an average comScore ranking as the number two kids network.
- Launched a **full featured game and video destination** increasing page views and uniques visits by 110%. Created a new network strategy looking at our destinations as a portfolio of sites driving our audience cyclically through-out our brand websites. Leveraged efficiencies in content creation by focusing development around how consumers engage with brands in the digital space.
- **Multi-platform brand extensions:** Drove creative on multiple iOS and Android applications. Successfully launched Barbie channels and content on Cablevision, Comcast, U-Verse, TIVO and a DirecTV games destination. Brokered a strategic partnership with Adobe making Mattel the first kids toy brand on several of their new platforms. Created a soon to be launched Barbie branded extension on the Yahoo TV Widget platform.
- Working with ad sales, created unique **integrated advertising and marketing programs**. Added in-game advertising opportunities wrapped in branded experiences driving higher ROI, while protecting our brands' equities.
- Drove **unified brand campaigns across multiple outlets** including, Youtube, Facebook, Twitter, Foursquare, Instagram and etc. Led a team to help define a social strategy for Mattel to start to reposition Mattel's vision in consumer conversations.
- **Oversaw the Mattel corporate identity** and created a new vision for Mattel, "Creating the Future of Play". Vision is currently being rolled out across the organization including annual reports, corporate communications, corporate headquarters, building exteriors and interiors. Developing a new portfolio strategy for the network that leads kids through brands as they get older.
- Co-Designed and launched **The Mattel Store**. Mattel's first direct to consumer e-commerce experience.
- Co-Designed the first branded **Mattel Experience Store** that opened at terminal 5 in LAX (2012)

MTV Networks/Nickelodeon Kids & Family Digital

Production Director - Nickelodeon Digital May 2004 – January 2009

Oversaw content creation for Nicktropolis.com and Nick.com. Moved to a role solely on Nicktropolis.com with creative and P&L responsibilities. Responsibilities included developing project scope, communicating with idea originators and the development teams, and managing these projects from inception through completion.

- Developed business strategy for branded entertainment, site priorities and managed teams to implement.
- Monetized sites and features working with Ad Sales and other business development units.
- Lead and managed the creative content teams and the IT technical team.
- Developed the technical and functional specifications for the site/projects.
- Planned and reviewed the navigational user interface design, interaction models and user experiences.
- Planned and reviewed site architecture for new website products and features.
- Coordinated among cross functional teams to identify challenges, recommend and implement solutions.
- Managed project staffs from pre-production through launch and maintenance.

Accomplishments (a sample):

- Created and produced Nicktropolis - a massive multi-player game which boasted 7.5 million users
- Developed the multi-platform video destination: TurboNick. The video platform offered continuous video streaming, applications for content mash-ups, customized playlists and gaming. In 2006, TurboNick generated close to 250 million content streams, and averaged five million monthly unique visitors (source: Omniture SiteCatalyst).
- Web Producer for the Kids Choice Awards 2006-2008

ThrillNetworks (Celebrating 15 years on the web)

Founder and Publisher 2001 - Present

ThrillNetwork.com (www.thrillnetwork.com)

ThrillNetwork, "The Internet's Scream Machine Magazine," is an award-winning domain exclusively dedicated to the most amazing attractions at amusement parks, theme parks, water parks and other thrill seeking venues around the globe. Over 250,000 monthly users serving more than 1.5 million page views.

- Responsible for all Business Development
- Procured ad sales and sponsorships (most notable with Six Flags Inc., Cedar Point and Ramada)
- Development of ancillary sites to boost unified traffic and revenue across network.

FILM, TV & THEATRE PRODUCTION EXPERIENCE 1992 - 2004

ART DIRECTOR

OUT OF THE BOX (The Disney Channel: Season 1 and 2) DISCOVERY CHANNEL FOR KIDS (Crossroads)

PEROXIDE PASSION (T. Michael Film) HIT AND RUNWAY (Lot 47 Films) SURPRISE (The NY Picture Company)

ASSISTANT ART DIRECTOR

FROGS FOR SNAKES (The Shooting Gallery)

ART DEPARTMENT COORDINATOR

ANGELA (Goldheart Pictures) MIRACLE CURES (NBC) A BROOKLYN STATE OF MIND (Miramax Films)

THE PRESIDENT'S CHRISTMAS TREE (Shochiku Entertainment) HELL'S KITCHEN (Kushner-Locke Company) THE SUBSTANCE OF FIRE (Miramax)

ASSISTANT TO PRODUCER

MISSISSIPPI BURNING (Orion Pictures)

OLEANA (Samuel Goldwyn)

NAKED IN NEW YORK (New Line Cinema)

QUIZ SHOW (Hollywood Pictures)

EDUCATION

New York University, New York, NY
Scenic Design Program, 1991 – 1993

Ithaca College, Ithaca, NY
BA, Architectural History & Theater Arts, 1991

George School, Newtown, PA
Graduated, 1987

PATENTS/AWARDS/HONORS/PATENTS

PATENT: Parental control for multiple virtual environments of a user

United States US20110219084 A1. Issued March 7, 2011

Patent being used by: Disney, Microsoft, Oracle, IBM

PATENT: System and method for controlling a virtual environment of a user

United States 11,840,647. Issued August 17, 2007

Patent being used by: Disney, Microsoft, Google, IBM, Nintendo

2012 Webaward - Web Marketing Association Best Entertainment Website - PollyPocket.com

2011 IAC Award - Outstanding Website - Monster High - monsterhigh.com

2010 Communication Arts Advertising Annual New Corporate Photography

2010 Webby Award - Mattel Games Portal mattel.com/games

2010 IMA Award - Barbie's 50th website - Best in Class

2009 OMMA Award for Best Social Campaign - Barbie's 50th Anniversary

2009 IMA Best in Class, Celebrity/Fan: Barbie's 50th Anniversary web site

2009 WMAA for Outstanding Web Development & Social Media Standard of Excellence; Barbie's 50th

2008 Webby Award - Social Networking - Nicktropolis.com

2008 Webby Award - People's Voice Best Youth Site - Nick.com

2008 Parents' Choice Award - Nicktropolis.com

2008 Parents' Choice Award - Nick.com

2007 Webby Award - People's Voice Best Youth Site - Nick.com