

**ALEX MANOSALVAS** alex@queensfinest.com  
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**WORK EXPERIENCE** **Weber Shandwick**

4/13 – Current

**CREATIVE DIRECTOR**

- Creatively spearheaded Kellogg's most successful and industry-awarded earned program to date: The Pop-Tarts Edible Mascot.
- Successfully captured attention through earned media and generated continued business across diverse clients within the IPG network. (Kellogg's, Avocados From Mexico, Tracfone Wireless, etc)
- Understood the significance of retaining talent and nurturing development within the agency. As part of this effort, I organized quarterly Art Director programs to stimulate and support the growth of younger creatives.

**Digitas**

10/08 – 4/13

**ASSOCIATE CREATIVE DIRECTOR**

- Collaborated closely with agency partners to ensure consistent brand messaging across multiple communication channels which contributed to winning the Sprint digital business.
- Oversaw several teams working on different projects, matching creative teams with compatible skills to foster their development and create impactful work.
- Led creative efforts for Jenn-Air appliances for Whirlpool. Provided creative oversight on an extensive brand guideline for Jenn-Air appliances.

**Toy**

7/07 – 9/07

**FREELANCE ART DIRECTOR**

**“You're the king of key visuals.”** – Ari Merkin (directed at me the night before a big pitch.)

- Honed my ability to transform ideas into engaging presentations, using visually compelling deck design that effectively convey compelling narratives.
- Further developed skills in creating eye-catching key visuals for new business pitches. (Cnn.com and OfficeMax)

**Publicis**

12/05 – 6/07

**ART DIRECTOR**

- Cannes OOH shortlist fo Brookstone massage belts.
- Led successful digital campaigns for Kahlua and Amstel Light.

**R&R Partners**

8/04 – 8/05

**ART DIRECTOR**

- Creative lead in the “What Happens in Vegas, Stays in Vegas”.
- Project gained recognition as one of the top 50 most memorable campaigns. Additionally, it marked a significant achievement for R&R Partners by winning awards for the first time in their history.

**EDUCATION** **New York Institute of Technology**

Graphic Design Major

**NEW YORK, NEW YORK**

**GOALS** Drawing from my design background, I specialize in crafting fully integrated campaigns that feature captivating visuals, aiming to capture the attention of both the media and consumers.