

ALEX MANOSALVAS

alex@queensfinest.com
 347 556 4448
 www.alexmanosalvas.com

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.

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 an ability to transform ideas into engaging presentations, using visually compelling deck design to 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 for Brookstone massage belts.
- Led successful digital campaigns for Kahlua and Amstel Light.

R&R Partners

8/04 – 8/05 - **ART DIRECTOR**

- Creative lead on 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**

AWARDS

2024 Effies, Pop-Tartigan, **Gold**, Influencer Marketing/Digital

2024 ANDY, The First Edible Mascot

2024 Clios, The First Edible Mascot, **Grand Clio**, Experience/Activation

2024 One Show, The First Edible Mascot, **Bronze**