

# MARC MORGENSTERN

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## CREATIVE DESIGN AND TRANSFORMATIVE IDEAS THAT BOOST PERFORMANCE & REVENUE

Partnering with senior leadership to create environments that boost creative thinking around marketing and advertising that supports the company's short-term needs, while looking ahead to conquer long-term business strategies. Organizations generally prepare for one campaign; I ensure that campaigns are designed to position an organization to scale. Created, implement and promoted international Advertising campaigns that saved organization millions of dollars by creating programs in house, and ensuring that the reach would be effective. Ensures that campaigns are encompassing of all forms of advertising and ensuring that we are reaching the target market. Developed strategies with business unit leaders for tailored campaigns, defining the culture that helps drive innovation and creativity. Not only do I care about the plans for a Creative team, but I am focused on supporting the growth and development of team members across organizations.

## CAREER HIGHLIGHTS

Superbowl XLIII Commercial | Part of a team responsible for obtaining the title of Canadian Fortune 500 in 2013 | Winner of over 29 International Advertising and Writing Awards | Top 50 Horror Movie on Prime Video (Vitals) | Winner of 6 different advertising awards | Having a Creative Campaign become Cultural Commentary and be featured on a Simpson Episode | Emmy Submission 2019 and 2020

## HIGHLIGHTS OF FEATURE FILMS & TELEVISION RELEASED/IN PRODUCTION

Vitals | The Vampire Conspiracy | Kind of, Sort of, Grown-up | Tempting Christ | The Lab Brats | Dr. Death | A Dark Place | ICE | Triassic Hunt | Killing Time

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## PROFESSIONAL EXPERIENCE

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### MORGENSTERN CREATIVE | Toronto/ Los Angeles | 1996 - Present

#### Creative Director – Owner Operator

Conceptualize with clients affordable, out of the box, viral, creative advertising solutions.

- Creating and Implementing strategy with business owners and operators.
- Explore and initiate solutions with entrepreneurs to grow their businesses from the ground up using creative advertising solutions

Creative solutions for clients include:

- Broadcast Creative Director – create, produce and implement television and radio commercials
- Creative Direction – creating ground up creative solutions from Branding to full-scale long-term advertising solutions
- Directing Feature Film & Episodical Television
- Infomercials
- Music Videos
- Multimedia Commercials (TV, Radio & Online) – Commercial Writing, Directing, Editing and Producing
- Public Service Announcements (PSA) including Commercials and full-length Television shows
- Graphic Design & Illustration
- Art Direction, Photography, Storyboarding
- Editing, Special Effects (SPFX), Sound Design
- Package Design
- Generate alternative advertising strategies and campaigns for sensitive marketplaces
- Print Design – including (but not limited to): Magazine, Billboards and Newspapers
- Directing, writing, editing, copywriting, illustration, design, art direction
- Social Media growth

Creative Community Contribution

- Directing and Writing Mentorship

Programs worked with:

Adobe CS: Photoshop, Illustrator, In Design, Premiere Pro, After Effects, Acrobat, Dreamweaver, Audition, Media Encoder, Mocha, Quark Xpress, Final Cut Pro, Microsoft Word, Power Point, Excel, Livestream.

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## On Retainer With:

### RELIGIMAROLE – Creative Director – 2018 – Present

Highlights include:

- Online satire blogsite with more than 200 posts
- Growth of Facebook group to more than 22K

### AVID LIFE MEDIA – Broadcasting Creative Director – 2009 - 2018

Highlights include:

- Implementation and execution of over 90 television and 30 radio commercials in 26 different countries.
- Commercials have been discussed and parodied on television shows such as:
  - The Simpsons
  - The View
  - Dr. Phil
  - Chelsey Lately
  - The Tonight Show
  - Howard Stern
  - Wanda Sykes
  - Hannity
  - Rachel Ray
  - Joy Behar
  - Larry King Live
  - Last Week Tonight
- Superbowl XLIII Commercial
- Instrumental in helping the company achieve the Canadian Fortune 500 in 2013
- Winner of 6 different advertising awards
- Position a company positively in colleagues and employees' minds, as well as general public

### HAVERHILL HOME STAGING SERVICES, INC - Creative Director – 2007 -2009

Highlights include:

- Created, designed and executed the largest home staging course in North America
- Winner of the 2009 Axiom Business Book Awards for Education.
- Executed Stager Studio, a companion television show for the Haverhill Course.

### HOUSECAPADES – Creative Director – 2005 – 2007

Highlights include:

- Created and executed the #1 Real Estate Selling Show in Canada which ran for over 250 episodes and was the #1 television show in its timeslot.

### OTHER NOTABLE CLIENTS INCLUDE:

Page Pass, Union Rewards, Dalewood Health & Wellness, Leadership Grants, Oral Aesthetic Advocacy Group, Cosmetic Dentistry Grants, Rubylife.com, Auction.com, .inc., IAPG - International Athletics Performance Group, Electronic Domain Name Monitoring, Mainz Insurance Group, Nodeductible.com, Paid Cash, Anchor Insurance, Sundial Insurance Company, AeroDesign, Urban Irrigation, TouchPoint Secure Transactions, Sterling York, Fantasy Line-up Sports Betting, Axxess Law Offices .

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### VOLUNTEERING & ASSOCIATIONS

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Emmy Program Judge	2017-2019
Selection Committee for the Student Television Academy	2018
Judge for the Student Television Academy Awards	2017-2018
Bohemia Entertainment Writer's Group.	2016-2017
Television Academy of Arts and Sciences (Emmys)	
Director's Guild of Canada (DGC)	
Film Independent	
Society of Motion Picture and Television Engineers (SMPTE)	
Fight Choreographers of America	