

Andrew Bernstein

Group Creative Director with 15+ years experience in advertising, creative leadership, and brand comms. Proven track record leading brand transformation, concepting forward-thinking ideas, and producing compelling content and marketing campaigns that resonate with diverse audiences.

SELECTED EXPERIENCE

Dentsu Creative - Group Creative Director

July 2025 - PRESENT

Champion brand cohesiveness and innovation across multiple clients including Microsoft, Burger King, T-Mobile, White Claw, and more.

Earn incremental scope totaling over 1MM with innovative ideas that push brands to produce work they didn't think they could.

Lead a team of over 20+ creatives including Creative Directors, ACDs, Design Directors, strategists, and more.

Dentsu Creative - Creative Director, Performance Creative

August 2024 - June 2025

Led cross-functional teams serving a diverse client portfolio including telecommunications and energy industries.

Secured new business opportunities by presenting innovative creative solutions supported by strategic analysis, demonstrating Dentsu Creative's capacity to surpass client expectations.

Elevated the Performance Creative team into a formidable internal force, showcasing how strategic creativity drives achievement of client key performance indicators.

Freelance - Creative Director

January 2022 - August 2024

Led the development and execution of creative ideation and strategies across digital and social media platforms for clients from a range of industries..

Oversee end-to-end production processes, delivering high-quality creative outputs that meet or exceed KPIs, on time and within budget.

Drive innovation in content creation, exploring new formats and techniques to engage audiences.

CONTACT

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SELECTED CLIENTS

Microsoft, T-Mobile, Burger King, Verizon, Xfinity, Chevron, Citi Bank, T. Rowe Price, TD Bank, Remitly, YouTube, Samsung, ADT, eBay, TJ Maxx, REI, Toyota, smart Car, Mercedes-Benz, AB InBev, United Airlines, Oreo

SKILLS

Brand Strategy & Management
Omni-channel Marketing
Digital Performance Media
Creative Team Leadership
Content Creation & Strategy
Data-driven Optimization
Innovative Campaign Development
KPI & Metrics Establishment

LANGUAGES

English (Native)

Spanish (Native Proficiency)

Tagalog (Basic)

VERIZON, New York — Associate Creative Director

June 2019 - March 2022

Defined and evolved Verizon's brand strategy, ensuring consistent messaging across all channels.

Directed and produced clever, brand-aligned writing for integrated marketing campaigns.

Managed a team of copywriters and designers to produce high-quality creative content for digital, print, and broadcast media.

Played a key role in client meetings, presenting concepts and leading discussions to align creative vision with client goals.

LIPPE TAYLOR, New York — VP, Associate Creative Director

August 2018 - June 2019

Spearheaded the creative direction for major client accounts, focusing on consumer wellness and OTC/pharma brands.

Established KPIs to track the effectiveness of brand initiatives and campaigns, using data-driven insights to optimize performance.

Acted as a brand steward, ensuring all creative work reflected the company's values and visual identity.

Provided mentorship and guidance to junior creatives, fostering a collaborative and productive team environment.

EDELMAN, New York — Senior Copywriter

March 2016 - March 2018

Developed compelling copy for integrated marketing campaigns, with an emphasis on digital and social media platforms.

Partnered with art directors to produce innovative concepts that captured brand essence and engaged target audiences.

Collaborated with the strategy team to translate market research, competitive analysis, and consumer insights studies into digestible content to inform brand strategy development.

MISC

Classical Violin (16 years)

Classical Piano (12 years)

RPDR (Start your engines)

Oat Milk (Lactose intolerance)

Android (Never iPhone)

EDUCATION

Miami Ad School Madrid, Madrid, Spain — Copywriting

SUNY at Buffalo, Buffalo, NY — BA, Economics and Spanish (Summa Cum Laude)