

ALEXANDER REA

Driving innovative solutions at the intersection of business, creativity and technology

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PROFESSIONAL SUMMARY

Alexander's responsibilities have continually transformed alongside the way brands adopt emerging technologies through innovative marketing solutions that generate value for both consumers and businesses. Over the past quarter-century, he has cultivated a distinctive style and approach that fosters collaboration among cross-disciplinary teams to effectively promote cutting-edge concepts. His domain lies at the crossroads of business, creativity, and technology. He boasts an impressive collection of accolades, with The One Club singling him out as one of the premier talents within the field. Notably, an experience he conceived and guided is now a permanent fixture within the Smithsonian National Air and Space Museum. He has forged a robust reputation for igniting the creative process and nurturing client connections.

SKILLS

identifying and advancing potential projects or concepts from initial ideas to fully realized productions, leading interdisciplinary teams, designing interactive experiences that bridge physical and digital, educating brand marketers on the opportunities in gaming and virtual worlds that have become the new social networks for today's youth that will be tomorrow's consumers, onboarding and scaling of A.I. enabled workflows, pitching creative campaigns, designing pitch prototypes, building skunk works teams, fabrication workflow management, using 3D real-time game-engine software such as Unreal Engine and Unity for brand experiences and media, metaverse and web3 strategic thinking, advanced AR and VR conceptual development, mentoring and providing thought leadership for next generation marketing entertainment, developing websites and apps, experience with creative automation and DCO marketing production and deployment, spearheading remote and virtual production, champion of emerging technologies, client management and growth, making the impossible possible

EXPERIENCE

May 2023 - August 2023

EssenceMediacom (formerly MediaCom)

Integrated Gaming Consultant

- Client Account: Shell USA, Inc.
- Worked across media, creative and production to launch Shell's first effort in gaming, a custom branded island in Fortnite, and contributed to influencer marketing strategy
- Provided solutions for cross-platform engagement strategies connecting virtual and physical worlds

July 2021 - March 2023

Critical Mass

SVP, Global Director of Creative & Technology

- Client Accounts: Nike, BMW, AT&T, Nissan, U.S. Army, QuickBooks, Diageo, Delta Faucet
- Built a global discipline for creative and technology innovation production across a \$200M+ client revenue portfolio and 1600 staff across 12 global offices
- Developed a prototyping initiative to sell new work and innovated the pitch theater process

July 2020 - February 2021

MediaCom

Executive Creative & Technology Director, Partnerships

- Client Accounts: Universal Music Group, The Pokémon Company International
- Worked with partnerships team on innovative digital projects including the Pokémon 25th anniversary campaign, a partnership with Universal Music Group featuring Post Malone, Katy Perry and others
- Produced a first-of-its-kind 13-minutes long music video, with award-winning director Jason Zada, featuring motion captured talent in a world created entirely in Unreal Engine which won multiple awards including Clios and a Gold Cannes Lion

February 2018 - February 2019

We Are Unlimited

Executive Creative Director of Technology

- Client Accounts: McDonald's U.S.
- Contributed to bottom-line growth by working with the CEO, CCO and the production teams at the agency to design and deliver emerging first-to-market technology enabled experiences virtually and in over 13,000 U.S. based retail franchise locations
- Developed innovative consumer experiences for the new retail location in Times Square including next generation OOH experiences for the new digital billboard on the top of the building

October 2016 - October 2018

DDB North America

Creative Technology Officer

- Client Accounts: State Farm, Heineken, Play-Doh, Nerf, Cotton, Energy Upgrade California, Unilever Tribeca Film Festival, Lufthansa
- Responsible for leadership and guidance for digitally enabled ideas from leveraging emerging technology integration with social media platforms to OOH and experiential non-traditional advertising
- Inspired and drove innovative creative thinking and strategy across the North American offices including large pitches that involved multiple agencies within the holding company Omnicom

August 2015 - October 2016

Framestore

Head of Creative Technology

- Client Account: Lockheed Martin
- Designed solutions for experiences combining VFX, game engine, VR and AR and technology and was the creative director on Lockheed Martin's award-winning group VR project, "Field Trip to Mars" for the agency McCann, which was recognized with over 130 industry awards including the most awarded campaign at Cannes International Festival of Creativity 2016 and is now in the permanent collection of the Smithsonian National Air and Space Museum

EDUCATION

- VCU School of the Arts, Computer Graphics

CLEARANCE

- U.S. Department of Defense, Defense Security Service, Secret

DIVERSITY

- He/Him
- Neuro-diverse
- Autism Spectrum Disorder, Highly Functioning (formerly Asperger Syndrome)

AWARD HIGHLIGHTS

- 20 Cannes Lions (including Innovation Gold and Design Gold)
- 20 One Show Pencils (including Client of the Year and Experiential Gold)
- 13 ADC Awards Cubes (including Black Cube and Interactive Innovation Gold)
- 16 Clios (including Digital/Mobile Grand)
- 7 D&AD Pencils
- 4 Webbys
- 2 Effies

Case studies of past work can be found at www.alexanderrea.com