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| **TOM NEFF**  |  | | --- | | Envelope with solid fill**TOMNEFFCREATIVE@gmail.COM** | | Speaker phone with solid fill | | (848) 391-9865 | | Internet outline | | [TOMNEFFCREATIVE.COM](https://www.tomneffcreative.com/) | | EDUCATION BA DEGREE MONMOUTH UNIVERSITY | | Skills  * Abode CC * Final Cut Pro * AVID * Microsoft Office * SharePoint * Dropbox | |  | |  | | --- | | Experience **NBCUNIVERSAL: 2012- Present**  CREATIVE DIRECTOR  Creative Director, writer and producer of promotional brand campaigns involving high-end photo, video, and social extensions. Responsible for innovative commercials and high conceptual stories involving clips and live shoots. Responsible for supervising teams and vendors on all creative strategy aspects and executions, ensuring deliverables such as on-air, print, digital and social elements keep in line with the brand’s goals and voice.  **Most notable projects:**   * + *World Wrestling Entertainment:* Creative lead on multiple marketing strategy campaigns and executions for live, weekly network shows and monthly premium live events.     - PROMAX BDA Award winner     - Highest rated shows on USA Network     - High engagement property on Peacock   + *Sponsorship Creative:* Creative Director and lead of mutli-branded integrated custom content projects between top rated shows, consumer products and prosocial brands such as P&G, Dominos, Carmax, DQ and FDA     - PROMAX BDA Award winner   + *Straight Up Steve Austin:* Creative Director and Producer on all conceptual and clip-based media as well as micro-content.     - Highest rated show in timeslot on USA Network   + *SYFY WIRE Toy Masters*: Creative Director and host for SYFY WIRE’s high engagement YouTube series.     - Top SYFY WIRE Performer   + *Krypton*: Creative Supervisor for all strategy, print, conceptual and clip-based trailers as well as micro-content across all platforms.     - PROMAX BDA Award winner   **NICKELODEON 2008- 2012**  PRODUCER  Writer, producer, director and editor for on-air promotional campaigns involving live shoots with talent. Supervised edits, voice over and audio sessions for high profile events.  **Most notable projects:**   * + *The ‘90s Are All That*: Wrote and produced premiere creative, packaging and promos.   + Spots became viral success spawning its own channel. | |