

# Gene Albamonte | Creative Director

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**A problem-solving, award-winning, strategy-led creative leader who builds brands.**

## EXPERIENCE

### **Verizon, New York, New York (September 2017 – Present)**

*Creative Director*

Lead top-priority projects for Verizon Consumer Group. Lead Brand Voice Team, in charge of Verizon's Voice & Tone across organization. Ensure creative and strategic consistency between digital advertising, retail, and dotcom channels. Work with partner agencies to establish brand consistency and effectiveness. Continually help Verizon grow through strategic, award-winning work.

### **Edelman, New York, New York (March 2015 – September 2017)**

*Associate Creative Director*

Co-led major projects for accounts including Comcast NBCUniversal, iRobot, and others. Supervised team of writers. Contributed to new-business.

### **AKQA, New York, New York (January 2014 – March 2015)**

*Senior Copywriter*

Co-led and wrote for Verizon, American Express, Wheat Thins. Contributed to new-business.

### **POSSIBLE, New York, New York (November 2011 – January 2014)**

*Senior Copywriter*

Concepted, wrote, supervised projects for Revlon, Pringles, Dannon and Starwood Capital Group.

### **Anson-Stoner, Winter Park, Florida (September 2003 – November 2011)**

*Senior Copywriter*

### **Cramer-Krasselt, Orlando, Florida (May 1998 – September 2003)**

*Copywriter*

## EDUCATION

Master of Fine Arts degree in English: Creative Writing, Spring 2009  
University of Central Florida, Orlando, Florida

Bachelor of Science degree in Marketing, 1998  
University of Central Florida, Orlando, Florida

## EXTRA

Fiction writer with short stories published in numerous magazines  
Bread Loaf Writers' Conference, 2017 | Middlebury College, Vermont  
Sirenland Writers' Conference, 2010 | Positano, Italy  
Contributed lines to The Onion.

Published humor book: Huckster: *An Unnecessary Collection of Essays on the Advertising Industry*