

MARTIN CANELLAKIS

Creative Director/Copywriter
mcanell@mac.com.
mobile (213)949-9779

August 2006-Present and November 1994-July 1996

Creative Director/Copywriter, Freelance

Agencies Include—JWT, Extrovertic, Ogilvy, Ogilvy One, Draft/FCB, Hal Riney, DDB LA, McCann, LA , Brouillard Communications.

Brands Include--HSBC, American Express, Verizon, Sprint, Time Warner Cable, FM Global, Vertex Pharmaceutical, Bear Stearns, DWS-Scudder Financial, Wells Fargo Bank, Cavit Wines, Nike, Trek Bicycles, AMD Computers, Equifax, Investools, Home Depot.

February 2003-August 2008

TV Writer/Producer, Freelance

Wrote and produced programs and segments for various cable network shows and development projects.

Networks and production companies include—The Discovery Channel, The Independent Film Channel, The Science Channel, Honest Engine TV, Rivet Entertainment, Borderline TV.

Credits include—Writer/director credits for *The Science of Lance Armstrong*, an international “Watch with the World Event” for The Discovery Channel. The show included branded integrations for Nike, Trek, AMD computers and others.

--Director credits on *Deconstruction*, a hosted Science Channel show in the do-it-yourself genre in which the building process is explored from a scientific perspective (currently airing on the DIY network).

--Producer credits for currently airing Independent Film Channel series, *The IFC Media Project*, which casts a critical eye on the media.

August 1996-June 2006

Commercial Director, Coppo Films, Hungryman, Gartner

Directed numerous big budget national television commercials for blue-chip clients ranging from Bank of America to AT&T to Verizon to Coors to promos for Fox Sports. Specializing in bringing an artful visual approach to dialogue driven humor. Honored by the AICP and the Museum of Modern Art.

August 1993-September 1994

Creative Director, McCann Erickson, NY

Began as Associate Creative Director then promoted to Creative Director after four months. Managed copywriters and art directors inspiring them to produce award winning creative on the AT&T account.

May 1992-August 1993

Senior Copywriter, TBWA Chiat/Day, NY

Clients included Reebok, MTV, Nickelodeon, American Express.

September 1987-May 1990

Copywriter, Deutsch NY

Accounts included IKEA, Pontiac, Environmental Defense Fund

EDUCATION

Boston University

Bachelor of Arts, College of Arts and Sciences, English Major

UCLA

Cinematography, non-degree