

Lynne Viera

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Portfolio: lynneviera.com

Creative Director, Copywriter & Strategic Thinker with both big agency (Digitas, Wunderman) and entrepreneurial experience. Looking for inspiring opportunity to leverage deep digital marketing, storytelling and content creation expertise.

Client experience highlights: Wayfair, Safeway, Fidelity, Sperry Top-Sider, LL Bean, National Geographic Channel, ESPN, AT&T Broadband, Comcast

Project expertise: Creative Strategy, Digital Advertising, Video (have directed over 3,000 videos), Blogging, Apps, Social Media Content Strategy & Implementation, Web Experiences

Awards and recognition: One Show, Webby Awards, Hatch, MITX

JOB EXPERIENCE:

Creative Content Producer & Writer (consultant)

Wayfair

7/2021 - 2/2022

Helped launch new Wayfair venture called Wayfair on Air. Wrote and produced original video content for their app to help showcase curated content via a variety of engaging hosts. Created over 100 pitches for 3 hosts - 1 celebrity chef and 2 social media influencers. Curated products to support episode themes and talent style, directed talent and reviewed/approved content for launch in the Wayfair app.

Creative Director, Content Strategist, Writer

Independent Consultant

2017 - 2021

Create powerful creative solutions that attract, engage and entertain consumers. Deep experience in the digital and social space, specifically in brand storytelling through advertising, blogs and original video content. Have created thousands of videos (writing, directing, producing, storyboarding), blogs, websites and apps, advertising campaigns, games, and social media content. Maintain a brand I created, how2heroes, featuring over 3,000 original cooking videos (details below). Clients: Wayfair, Fidelity, Grass Roots Coop, Photo Butler

Founder & Creative Director

Rival Marketing

2004 – 2016, Cambridge, MA and NY, NY

Hands-on Creative Lead and Owner of Rival, a digital marketing agency specializing in developing creative solutions for food and lifestyle clients – sites, games, video, advertising, branding, copywriting and blogging, social media strategy and implementation. Built in-house kitchen studio and production team to develop original content for clients – videos, photo shoots and live Google hangout events. Clients include: Safeway, BJ's Wholesale, Pretzel Crisps, Sperry Top-Sider, Vitasoy King Arthur Flour and Johnson & Johnson company

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p. 2

Founder & Creative Director
how2heroes

2007 – 2016, Cambridge, MA

Created an instructional cooking how-to video site that celebrates great food and the "heroes behind the how-tos." Produced over 3000 original videos across the country with celebrity chefs, home cooks, farmers and fishmongers. Webby Awards nominee two years in a row. Over **16 million views** on the brand's YouTube Channel - <https://www.youtube.com/user/How2Heroes/>

Creative Director

BaseSix

2000 – 2004, Boston, MA

Hired to build digital marketing capabilities at a web design firm. Integral to winning and expanding relationships with AT&T Broadband, HBO, ESPN, National Geographic Channel and others. Responsible for setting the creative and content strategy, leading creative teams and ensuring their work was engaging as well as strategically sound. Developed breakthrough integrated campaigns that included websites, games, interactive features and digital advertising campaigns.

Associate Creative Director & Senior Copywriter

Digitas

1996 – December 2000, Boston, MA

One of the digital pioneers of the Strategic Interactive Group which later became Digitas. Led copywriting and creative director initiatives for a wide variety of clients including LL Bean, FedEx, American Express and GM. Projects included large, complex websites as well as microsites, advertising campaigns and email. Won a One Show Award for LL Bean.

Copywriter

Wunderman

1995 – 1996, NY, NY

Copywriter on wide range of digital initiatives for Showtime, DuPont Tyvek and CD Now.

EDUCATION

Boston University, MS, Marketing & Advertising

Fordham University, BA, English