

AARON COLEMAN

Brand Strategist & Creative Director

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AaronColemanCreates.com

OVERVIEW

My 20 years of experience covers conceiving, leading and writing strategic campaigns across digital, social, print and broadcast for major brands in live entertainment and the arts (including Disney, WICKED, The Met Opera, The Met Museum) and lifestyle (Martha Stewart). I excel at assessing the strengths, challenges and opportunities of a brand, and building a unique campaign from the ground up to court and attract consumers. The essence is storytelling. I sell creative concepts that tell compelling stories.

****2019 Obie Award Bronze Winner, Live Entertainment – THE INHERITANCE Trailer****

EXPERIENCE

AKA NYC

New York City

Creative Director

2021-Present

- Build branding and spearhead holistic advertising campaigns across major cultural institutions such as THE METROPOLITAN MUSEUM OF ART, THE FRICK COLLECTION, THE YMCA OF GREATER NEW YORK, COVENANT HOUSE, San Francisco's ASIAN ART MUSEUM, and BLOOMBERG CONNECTS
- Sculpt the brand storytelling for client-facing presentations to major stakeholders
- Create and guide each brand's compelling, individual creative and advertising voice
- Deliver superlative video content creative—concept, script, music, record and completion
- Lead copy and messaging across print, broadcast, digital and social campaigns
- Mentor and provide direction to a team of copywriters, designers, and editors

Associate Creative Director

2017-2021

- Bronze Winner for the 2019 OBIE Award for the official trailer for THE INHERITANCE
- Brand Strategist across a wide range Broadway shows, including leading the campaign for THE INHERITANCE, the 2018 Tony Award Winner ONCE ON THIS ISLAND, ANASTASIA, SUMMER: The Donna Summer Musical, LATIN HISTORY FOR MORONS starring John Leguizamo, AMERICAN SON starring Kerry Washington, LIFESPAN OF A FACT starring Daniel Radcliffe, and many others
- Lead Creative for various New York City destinations, including THE METROPOLITAN MUSEUM OF ART, EMPIRE OUTLETS, EDGE at HUDSON YARDS, CITY TOURS 1 and HORNBLOWER CRUISES

SERINO COYNE—An Omnicom Group Company

New York City

Associate Creative Director

2016

- Led creative across all media—digital, content, print and broadcast—for WICKED, WAR PAINT, Nick Kroll and John Mulaney in OH HELLO ON BROADWAY, Pulitzer Prize winner DISGRACED, PENN & TELLER and others
- Oversaw digital campaigns, including social content calendars, targeted banners and videos
- Sculpted holistic creative strategies and principles with clients and account directors
- Directed team of broadcast editors, sound and motion graphic designers, and partners
- Managed timely delivery of multiple projects with the production, design lab, digital, broadcast and account teams

Senior Copywriter

2013-2016

- Clients include: The Metropolitan Opera, HEDWIG AND THE ANGRY INCH starring Neil Patrick Harris, 2017 Tony Award Winner DEAR EVAN HANSEN starring Ben Platt, THE PHANTOM OF THE OPERA, BEAUTIFUL, THE BOOK OF MORMON, ALADDIN, and many others
- Create compelling copy for digital, print, radio, TV and out-of-home advertising
- Collaborate with designers to build concepts into fully realized campaigns

MARTHA STEWART LIVING OMNIMEDIA**New York City****Copywriter, Integrated Ad Sales and Marketing**

2012

- Partnered with Creative Services to write print advertorials, invites, eblasts, digital ads, marketing sell sheets, and promotional campaigns for multiple national brands
- Wrote for *Martha Stewart Living*, *Everyday Food*, *Martha Stewart Weddings*, *Whole Living*, and marthastewart.com

SITUATION INTERACTIVE**New York City****Creative Lead / Senior Copywriter**

2007 - 2011

- Wrote, led, edited and created distinct voices for full websites, video content and digital campaigns that enhanced brand and audience reach
- Guided designers, copywriters, and junior team members from brainstorm to launch
- Conceived and wrote the OMMA Award-winning NEXT TO NORMAL Twitter Performance
- Developed campaigns embracing traditional media, new media, and emerging trends
- Founded the copy department and internship program
- Clients Include: NEXT TO NORMAL, HAIR, AUGUST: OSAGE COUNTY, A CHORUS LINE, Second Stage Theatre, Cirque du Soleil, Roundabout Theatre, BILLY ELLIOT, Radio City Christmas Spectacular

DISNEY CHANNEL ONLINE / DISNEY INTERNET GROUP**Lead Digital Copywriter**

2002 - 2009

- Wrote full websites, blogs, games, and online content for Disney's most popular TV shows, including HIGH SCHOOL MUSICAL 2, KIM POSSIBLE, CHEETAH GIRLS, and more
- Editor and writer for weekly digital magazine "Tween Weekly"
- Created the "Hannah Montana Adventure" – the company's most popular mobile game

TEACHING**BARUCH COLLEGE, WEISSMAN SCHOOL OF ARTS AND SCIENCES****Adjunct Assistant Professor**

Fall 2021 - Present

Marketing the Arts, MA Program in Arts Administration

EDITORIAL WRITING**BACKSTAGE** - Film Critic

2012 - 2013

QUEERTY - Theater Columnist

2012 - 2013

GAWKER - Freelance Blogger

2009

NEXT MAGAZINE - Film Columnist

2007 - 2009

AWARDS**THE INHERITANCE Official Trailer** – 2019 Obie Award Bronze Winner, Live Entertainment**The NEXT TO NORMAL Twitter Performance** – 2010 Webby Nomination, 2010 ClickZ Award Winner,
2-time 2009 OMMA Award Winner – Best in Show & Best Use of Social Media**Radio City's Kicking Across America** – 2011 IAC Award Winner**9 To 5 the Musical's Interactive Game** – 2009 Davey Award WinnerEDUCATION**UNIVERSITY OF SOUTHERN CALIFORNIA** — MFA, Writing for Screen and Television**UNIVERSITY OF CALIFORNIA, IRVINE** — BA, DramaPERSONAL BACKGROUNDMarathon Runner, Food Blogger, 60s Instrumental Album Collector, Eagle Scout, Former Disneyland
Jungle Cruise Skipper, Conversational in Spanish and German, Avid Traveler, Piano Bar Pro