

CREATIVE DIRECTOR

Hello, I'm Evan Lambert.

I'm a creative director with more than 15 years of experience helping brands tell their stories through effective advertising. I specialize in crafting and shaping creative concepts for 360° ad campaigns and brand platforms that get results. My superpower? Transforming a strategic insight into a compelling call to action that influences decisions across every touchpoint — including emerging channels like Connected TV and digital out-of-home.

Experience

2018-CURRENT

The Trade Desk

CREATIVE DIRECTOR 2020-CURRENT

SENIOR COPYWRITER 2018-2020

Lead a team of copywriters and art directors in developing global brand and product campaigns for the world's largest independent demand-side advertising platform (**\$25B market cap**):

- Oversee creative development of 360° global campaigns spanning display, video, Connected TV, paid social, email, and digital out-of-home
- Manage video projects, on set and off, with **production budgets ranging from \$25,000 to \$700,000**
- Work cross-functionally with marketing and business leads to ensure all campaigns clearly align with strategic and business objectives
- Led creative development of a global brand platform that lifted unaided awareness of The Trade Desk by 47% and **nearly doubled aided awareness in just six months**

MRM//McCann

CONTENT STRATEGIST

SENIOR COPYWRITER

Developed creative strategy and subsequent deliverables for Verizon Enterprise and Fios:

- Led copy development of annual ad campaigns to promote the **highly anticipated Data Breach Investigations Report (DBIR)**
- Worked directly with SMEs across verticals to develop effective creative and content strategy, and ensure all assets aligned with short- and long-term goals
- Established and maintained a consistent voice for the brand
- Used my expertise and knowledge to onboard and guide a team of new writers through the **relaunch of the Verizon Enterprise Solutions website**

2013-2018

CONTACT

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BRANDS

The Trade Desk

Verizon

Adobe

Hewlett-Packard

Sailthru (Marigold)

The French Culinary Institute

Hearst Corporation

CNBC

EDUCATION

1999-2004

English, creative writing

West Virginia University

2008-2009

Culinary arts

The French Culinary Institute

Experience Continued

2009-2013

Freelance

SENIOR COPYWRITER

Worked as an independent contractor – both remotely and on-site – for a variety of clients:

- **Sailthru:** Developed creative concepts for infographics and other assets for the cross-channel marketing platform startup
- **Hearst Corporation:** Wrote creative advertorial pieces, emails, in-house collateral, and customized RFP concepts for a variety of national technology, food, fashion, and tourism brands
- **The French Culinary Institute:** Led copy development for the FCI's west coast expansion school, the Culinary Center of California; wrote email and print campaigns for the French Culinary Institute in New York

2008-2009

Draftfcb

COPYWRITER

Developed catalogs and related DM materials for Hewlett-Packard's SMB and Home & Home Office lines of business:

- Wrote two bimonthly and four quarterly catalogs, as well as related DM materials – including emails, postcards, and DMs
- Maintained HP's established voice and brand identity throughout all materials
- Developed theme and direction, assisted with overall layout for catalogs, and presented copy and concepts to HP's marketing division

2007-2008

Posner Advertising

COPYWRITER

Developed brochures and ad campaigns for luxury real estate projects throughout New York City:

- Worked on **the agency's three biggest clients:** Related International, Prudential Douglas Elliman, and Swig Equities, LLC
- Was responsible for a wide range of multimedia campaigns, combining print, DM, brochures, websites and email
- Received **2008 Best Brochure** nomination from the National Association of Home Builders

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