

MARK BELLUSCI

104 Hemlock Drive, Stamford, CT 06902 917-450-5116 mark@markbellusci.com,
markbellusci.com, markbellusci.com/video

Freelance Writer, Strategist & Creative Director

October 2002 - Present – Writer, creative director and content strategist for various agencies and direct clients. Undertook content audit, strategy and copywriting for juicepharma.com, weareplus.com and PWC recruitment. Create and supervise at TBWA\Chiat\Day, Euro RSCG, PublicisModem, Avenue A/Razorfish, Ogilvy, TribalDDB, Deutsch, Euro and 360i for Vonage, PNC Bank, Samsung, Kraft, Motorola, Claritin, 'all Detergent, Concerta, Capital One, Medco, Glamour, Hellmann's, Valspar, Kodak, SixFlags, TimeWarnerCable, ING, Dannon, Pfizer, Neutrogena, Acuvue, Valspar, Abbott, Trojan, New York Lottery and others. Contract creative director at Simstar, worked on Acuvue, Astra Zeneca and Merrill Lynch. Contract creative director at Wunderman for Pfizer, Citibank, CA and various new business pitches. Developed and supervised print, Web, direct and collateral communications for AOL, Abbott Laboratories, American Express, AOL, AT&T Wireless, Dannon, Digitas, FruitWorks, Hersheys, IBM, ING and MasterCard.

Vice President/Creative Director, Hill Holliday New York

September 2000 - October 2002 - Develop and supervise print and Web communications for PriceWaterhouseCoopers, VerizonWireless, Priceline, Minolta, American Stock Exchange and LG Electronics.

Freelance ACD/Senior Writer, OgilvyOne

December 1998 - August 2000 - Developed award-winning print and Web communications for Pfizer, IBM, Lotus, Jaguar and GTE in this perma-lance position.

Freelance writer

May 1987 - December 1998 - Developed concepts and copy for print ads, radio, Web sites, speeches, direct response, video and collateral for ADP, Alugard, Astra Aircraft, BASF, Bernard Hodes Advertising, Boston Consulting Group, BrannBlau, Cantor Fitzgerald, Chemical Bank, Chemical Week, Cheyenne Software, Citicorp, CKS New York, Combustion Engineering, Computer Associates, Corporate Risk Reinsurance, Cushman Wakefield, DDB Digital, Delco Tableware, digitalchef.com, Dow Jones Telerate, Earle Palmer Brown, The Equitable, GTE, Hassia Food Equipment, Hewlett-Packard, I33 (Internet Agency), IBM, Icon/Nicholson (Internet Agency), Individual Investor Magazine, Industrial Equipment News, Information Builders, Interlaken Inn and Resort, ITT Sheraton, Ked's Apparel, Managing Automation Magazine, Martin Marietta, McGraw-Hill, MCI WorldCom, Modern Plastics, Motorola, Muelstein Polymers, New York University, People's Bank, Pfizer, Sharp, Siemens, Southern New England Telephone, Sprint, SURETRADE, The Perrier Group of America, Thomas Regional Directory, Thomas Register, Whirlpool, World Aviation Directory.

Awards

One Club Gold Pencil; ICON Gold Award; Web Mktng Assoc. WebAwards (2), Best Interactive Creative, btobonline.com, 4 Addy Awards; B/PAA Award; Integration Award, 2 Webbies, 1 Effie, Media Magazine (Hershey's); Adtech Award; Marketing Icon award; Finalist, London International Awards; Finalist, Winston Awards; The Art Directors Club of NJ; Internet Net/Tech Award; Finalist, The One Show Merit Awards, 2000, 2003, 1999, 2000 International Echo Awards, Outstanding Achievement in Web Advertising, Web Marketing Association, 2003

Education

MBA, Marketing Management: Baruch College, City University of New York, Magna Cum Laude, 1987

BA, Advertising: Baruch College, Magna Cum Laude, 1980

Published Playwright and Videographer

Plays have been produced worldwide, won various festivals and have been published in Samuel French, Brooklyn Publishers and Smith & Kraus publications. Films have appeared in International Comedy Festivals.