

JULES A. LEVY

CREATIVE DIRECTOR

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Los Angeles, California

SKILLS

Creative Advertising

360 Marketing Concepts

Copywriting

Audiovisual, Audio, Key Art

Teasers, Trailers, Television/
Social/Digital Spots, Audio,
Sizzle/Sales Reels, etc.

Scripted & Unscripted,
Live Action & Animation

Editorial/Project Management

Special Shoot/VFX/GFX Supervision

Production/Post-production

Agency and Studio Relations

Inter-functional Team Leadership

Stakeholder Teamwork

Budgeting & Scheduling

Successful Presentations

Marketplace/Subject Matter
Expertise

EDUCATION & RECOGNITION

University of California,
Berkeley – Bachelor of Arts
Humanities: Literature, Film, Art
and Design

Over 35 nominations & wins:
Including Grand, Gold, Silver and
Bronze Clio/Key Art, Golden Trailer
and GEMA/Promax awards

Slashfilm's "Most Effective
Marketing Campaign 2014"
The Hunger Games:
Mockingjay Part 1

PROFILE

- Creative Executive, Creative Director, Writer-Producer
- Demonstrated achievement in ideating, guiding and creating worldwide international audiovisual, social/digital and key art creative advertising on marketing campaigns for filmed entertainment
- Expert in fiscally responsible leadership, dynamic team building, committed collaboration and strategic execution that engages and activates audiences of worldwide blockbusters, indie films and original movies, series and franchises - on the big and small screens

EXPERIENCE

AGENCIES: 2006 – 2025 Creative Director, Writer-Producer

- **REVOLVE, CARVE, BIG PICTURE:** In-house Creative Director
- **HEARTSLEEVE, ZEALOT and X/AV:** Contract/Consulting Creative Director:
- **IN SYNC:** In-house Senior Writer-Producer
- Working in leadership at multiple agencies, helped guide and manage staff, projects, and client interface, supervising the creation of AV, audio and motion-graphic advertising assets across all budget and genre of film, streaming - and television, broadcast and cable - from global phenomena to indie documentaries to Chinese-language cinema
- Led multiple projects simultaneously, on schedule and on budget
- Other responsibilities included opening new offices, growing business and through-put and output, creating new internship/mentorship opportunities, judging industry awards programs, and years-long close-collaboration with studio corporate brand initiatives
- Other agency collaborations as client, writer and/or producer include:
AV SQUAD, BACON & SONS, MOCEAN, MARK WOOLLEN & ASSOCIATES, SEISMIC, WORKSHOP, REFINERY, GIARONOMO, IGNITION, OPEN ROAD, STATEMENT, MOTIVE, LA, COLD OPEN and HURWITZ CREATIVE

STUDIOS: 2016 Contract Consultant, Creative Executive

- **SONY PICTURES:** In a Vice President role, responsible for International AV and key art for creative advertising on multiple theatrical films
- Supervised the creation of advertising assets that contributed to the international marketing campaigns on movies grossing almost \$700 million at the international box office
- Guided the creation of sales, corporate and creative advertising materials, and led meetings for an annual global summit of Sony Pictures international marketing teams and partners
- **LIONSGATE:** Hired in a Vice President role to direct the AV television campaign for the feature film, *Nerve*, collaborating with outside agencies and internal stakeholders
- Supervised the creation of AV, key art materials and other advertising assets for the re-launch of the *Dirty Dancing* franchise across film, Television and stage, as well as additional corporate marketing materials

PROJECTS & CAMPAIGNS INCLUDE

SPORTS

Matthew Stafford: Locked In
Return to Mt. Kennedy

ACTION/SCI-FI

The Hunger Games franchise
Meg
Life
Avatar
X-Men franchise
Star Trek (2009)
World War Z
The Divergent Series
The 5th Wave
Maze Runner

FAMILY/COMEDY

Haunted Mansion
Jungle Cruise
Detective Pikachu
Hitman's Wife's Bodyguard
Despicable Me
American Born Chinese
The Mysterious Benedict Society
The Croods

HORROR/THRILLER

Spiral: From the Book of Saw
Bodies, Bodies, Bodies
Creepshow
Hellboy
Brightburn
The Intruder
Grudge
Countdown
The Shallows

DRAMA/DOCUMENTARY

La La Land
Language Lessons
Them That Follow
A Journal for Jordan
Dream Horse
Nine Days
A Revolution on Canvas
One Good Reason
Do Something
Gossip Girl
Life of Pi
Music for Elephants
Watson

MUSIC/MUSIC VIDEO

Ed Sheeran: The Sum of it All
Danger (John Roberts)
Rap Caviar Presents
Miley Cyrus: Endless Summer
Vacation (Backyard Sessions)

STUDIOS & PLATFORMS INCLUDE

Disney Theatrical
Disney +
Disney Channel
Disney Jr.
FX Networks
Hulu
Freeform
Fox Theatrical
ABC

Sony Pictures
Sony Classics
Screen Gems

Lionsgate
Lionsgate TV

Amazon Prime/MGM

Warner Bros
HBO/Max

Universal
NBC

Paramount

Unwell

DCTV

Tribeca

Los Angeles Rams

1091

AMC/Shudder

Shout! Studios

Blue Fox Entertainment

SyFy

STX Films