

ALEX DELYLE

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WHO

A tortured grammarian, I've lived in relentless pursuit of the perfect sentence for nearly three decades. As such, I've spent many years writing my way out of life's proverbial paper bag, everything from film treatments and radio spots to multi-million-dollar campaign concepts and pithy, hilarious Tweets. I've also directed commercials, developed TV series, researched a documentary, produced live events, run an Internet company, and managed many, many clients.

WHAT

MOTHER NEW YORK *CREATIVE* 2009 - PRESENT

I will always cherish my experience at Mother. After joining the family as a producer, I quickly found myself developing and writing an original branded series for seminal New Wave band Devo. My work for NBC as a copywriter and director helped move the LA network from #4 to #1 and ushered in a rebranding of the local NBC properties. I've also written and concepted on several new business pitches for clients including General Motors, Firefox, MAC Cosmetics, and MTV.

THE WEBBY AWARDS *PRODUCER* 2007 - 2009

At The Webby Awards, I produced robust, year-round sponsorships for clients including Adobe, Nokia, Getty Images, The New York Times, .ORG, and Reuters. These unconventional sponsorships ran the creative gamut, from a crowd-sourced film project to a Harper's Index look at .org websites. I also oversaw marketing for The Webby Awards and developed original branded content to promote the 13th annual call for entries.

THE DAILY REEL *MANAGING EDITOR* 2006 - 2007

I was the very first hire at this ahead-of-its-time startup, a daily online magazine that chronicled the nascent online video scene with the same voracity and attention to detail that *Variety* affords Hollywood. With the support and guidance of two amazing co-founders, I built The Daily Reel from the ground up, hiring and overseeing a team of nearly twenty writers, editors, and producers.

WHERE

NEW YORK UNIVERSITY 2002 - 2006

I studied Film & Television Production at the prestigious Tisch School of the Arts, where I earned a BFA and graduated with a 3.5+ GPA. I also completed a double major in Journalism at the College of Arts and Sciences.