



2 Spencer Court, #1
Brooklyn, NY 11205

bendelfin@gmail.com
917-664-4636
BDelfin.com

EXPERIENCE

CDM / cdmny.com / July 2018 - present

Vice President, Art Supervisor

Accounts: Xofluza, Lyrica, Embeda, Eliquis, Vyndaqel, Vumerity

Lead art teams across 6 brands, and oversee all creative development. Manage teams of up to 6 art directors at a time, while also participating in tactical planning, campaign concepting and new business pitches, helping to win multi-million dollar accounts. Work with CDs to build proper creative teams. Oversee photo and video shoots. Mentor junior staff. Establish and nurture strong relationships with clients on both US & Global streams.

- Launched Xofluza, the first antiviral for the flu approved by the FDA in 20 years. Built the brand from the ground up - creating the brand style and guidelines, and leading the team on all tactics. It is known internally as CDM's "smoothest launch ever" because of its precision roll out, multiple award wins, and happy clients.
- Oversaw Lyrica and Embeda as they went LOE, providing innovative ways for their sales reps to deliver the brands' offerings, and to transition into their next phases and beyond.
- Led concepting for the second Xofluza campaign promoting a new indication. Sold through a very unique, creative concept, and got the client so on board with it that they increased their budget 3x to execute it properly.

i&D / iandD.com / September 2005 - July 2018

Creative Director, Partner (2007 - 2018)

Accounts: A+E Networks (HISTORY, A&E, Lifetime, FYI), Discovery Networks, Science Channel, Bravo, Panasonic, Standard Motor Products, Rawlings, Advertising Week

Lead all creative development from concept to completion. Manage, mentor & inspire teams of up to 25 art directors, designers and developers. Heavily involved in all business planning, client pitches, new business development, creative strategy, and promotion.

- Grew the agency and its client base by nearly 400%
- Collaborated with Landor & Arnold on the global re-branding of Panasonic. Continued to manage & evolve the brand across 20 different consumer, business, global & internal divisions, and steadily increased new business within them.
- Innovated new digital presentation system for Bravo TV. And developed presentations for complex storytelling ad packages, resulting in 3 Emmy Awards.
- Launched nationwide "Living in HD" campaign for Panasonic, which increased retailer sales along the mobile tour by over 375%.

Art Director (2005 - 2007)

MadDesign / June 2003 - July 2005

Creative Director

Accounts: New York Yankees, Tofutti Brands, Home Depot, Brooklyn International Film Festival, Comedy Cures Foundation, and Pratt Institute.

JesseJames Creative / jjcreative.com / June 2001 - June 2003

Senior Designer

Accounts: Nike, HBO, Citibank, New York Water Taxi, Jet Blue, CultureNOW, The Associates Bank, Maxons Restorations, and Bronx Museum of the Arts.

EDUCATION

Pratt Institute

1997 - 2001

Bachelor of Fine Arts

AWARDS

Telly (Silver)

Xofluza MOA Video

The Rx Club

Award of Excellence

Xofluza Launch Campaign

Davey (Silver)

Discovery Upfront Campaign

Davey (Silver)

Panasonic Oxyride Brand & Product Launch

Davey (Gold)

Panasonic Astrovision 'BIG'

Davey (Gold)

Panasonic RetailTV Sales Kit