

TOM COWELL

Director, Writer, Producer

Reel

Profile:

- Complete audio, video and text content creator, able to write, direct, produce, edit and ship high quality work with full independence.
- Seasoned professional: 9 years experience creating the highest quality work at the most demanding level.
- 360-degree creative operator, able to originate, execute and supervise creative projects from first brainstorm to final product.
- Flexible and calm collaborator, confident in leading teams to deliver excellent results, on-time, on-budget, on any platform.
- Comfortable directing A-list talent, and working with their large teams to protect images, reputations and relationships.
- Enthusiastic producer of high-profile brand integrations.

Skills:

- Comedy writing, producing and directing
- Adobe Premiere, Adobe After Effects, Adobe Audition and Adobe Photoshop
- Stand-up comedy (2010 - present)
- Podcast co-host and producer, "Blind Spot" (2019-2023)

Contact:

267-872-4281
cowellt@gmail.com
Portfolio: tomcowell.com/reel

Experience:

CREATIVE DIRECTOR

Waze

2023 - present

- Expanded Waze's "Drive With..." celebrity voice program.
- Oversaw all asset creation for Roger Federer, the Jonas Brothers, and Hasan Minhaj, reaching drivers in 150 million vehicles worldwide.

WRITER-PRODUCER (PROMO)

Comedy Central 2014 - 2016

- Wrote and produced TV promos for Kevin Hart, Trevor Noah, Jon Stewart, Stephen Colbert, and many others
- Nominated for six ProMax Awards and one Webby Award in just two years.

Education:

UNIVERSITY OF OXFORD

B.A. English, First Class Honors

WRITER-DIRECTOR (DIGITAL)

Comedy Central 2016 - 2023

- Led the creation of digital franchises, one-off social projects and influencer collaborations.
- Won two ProMax Gold Awards for Best Social Media Content Series, on the Writing and Producing team for Mini-Mocks and "Malala Roast".

MAJOR PROJECT:

Integrated Content Lead for Comedy Central

- Created an integrated content unit at Comedy Central Digital.
- Wrote and produced multiple original content collaborations for Twisted Tea, Atlantic Records and GEICO.
- Billings in two years: \$1.1 million.

UNIVERSITY OF PENNSYLVANIA

Master's, Gov't Administration

References:

- Mitch Lewis, founder member "The Kloons". Former Executive Producer & Creative Director, Comedy Central
mitschslewis@gmail.com
- Roberto Salazar
Design Director, NBCUniversal Media. Former VP Creative Director, Comedy Central
bob.salazar4@gmail.com
- Current employer references available on request.