

TIMOTHY R. SOMMERFELD

(310)990-9464 • tim_sommerfeld@yahoo.com • 1513 Addison Road, Palos Verdes Estates, CA 90274

PORTFOLIO: <https://www.timsommerfeld.com>

PROFESSIONAL OBJECTIVE

To be part of a creative marketing team where my experience and leadership skills inspires others to strive for success in developing global brands and entertainment campaigns.

WORK HISTORY

Oct 2021 - Present
Los Angeles, CA

Creative Director, Amazon Studios / Freevee (formerly IMDb TV)

- Drive creative direction & development for originals AV and key art.
- Partner with internal stakeholders to define look and feel of creative marketing material across all venues.
- Translate marketing data into targeted creative campaigns.
- Partner with vendors to supervise creation of marketing content.
Write and produced theatrical trailers, TV spots, digital content and long form programming.

July 2014 – Sept 2021
Los Angeles, CA

Entertainment Marketing Consultant/Creative Director / Self Employed

- Collaborate with clients to plan, create and implement marketing strategy, brand content and creative for theatrical & digital releases.
- Develop 360° campaigns.
- Write and produced theatrical trailers, TV spots, digital content and long form programming.

Feb 2019 – April 2020
Los Angeles, CA

Executive Creative Director / Eclipse Advertising

- Created advertising content for theatrical and streaming services.
- Pitched agency services to prospective clients.
- Provided marketing strategy to both digital and theatrical clients.
- Recruited and supervised team of freelance editors, writers and designers.

Jan 2018 - Aug 2018
Los Angeles, CA

EVP, Worldwide Creative Marketing/ Global Road Entertainment

- Developed and executed marketing strategy for theatrical releases.
- Oversaw development of 360° campaigns including theatrical trailers, TV & digital spots, key art posters and in-theater material.
- Produced specialized content as needed.
- Oversaw marketing shoots
- Maintained strong relationships with studio executives and filmmakers.
- Recruited and managed creative marketing tea

Feb 2008 - July 2014
Santa Monica, CA

EVP/SVP, Creative Marketing/ Summit Entertainment LLC-Lionsgate

- Developed and executed global creative marketing campaigns.
- Provided direction on creative materials for the studio's releases including six-time Academy Award winner "The Hurt Locker" and all five films of "The Twilight Saga."
- Experienced in the creation of trailers, TV spots, digital campaigns, posters, radio and digital content, plus oversaw marketing shoots.
- Supervised creative on award campaigns.
- Maintained strong relationships with studio executives and filmmakers.
- Built and managed creative marketing team.

Apr 2002 - Feb 2008
Los Angeles, CA

Creative Director / Ant Farm LLC

- Managed staff of writers, graphic designers and thirty-nine editors in the creation of brand content, theatrical and home entertainment campaigns.
- Wrote and produced creative advertising materials.

Aug 1999 - April 2002
Culver City, CA

VP, Creative Advertising / Sony Pictures Entertainment

- Oversaw creation of print and AV campaigns for theatrical motion pictures.

Apr 1998 - Aug 1999
Burbank, CA

VP, Creative Advertising / New Line Cinema Corporation

- Responsible for creating AV campaigns for theatrical motion pictures.
- Oversaw in-house agency.

EDUCATION

Philadelphia, PA

Bachelor of Arts in Television-Film
Temple University

UCLA EXTENSION CLASSES

- Social Media Marketing
- Advanced Rewriting: Screenwriting

ACCOMPLISHMENTS

- Numerous Key Art, BPME, PROMAX TV promotion and local Emmy awards.

Tim Sommerfeld

Professional Bio

Tim Sommerfeld is a veteran marketing strategist and creative director responsible for creating award-winning advertising campaigns for television, motion pictures and digital entertainment

His career as a motion picture executive includes stints at Walt Disney Pictures, Sony Entertainment, New Line Cinema, EVP, Worldwide Creative Advertising at Global Road. At Summit Entertainment, he was an integral part of the marketing team responsible for launching the “Now You See Me “and “Divergent” franchises, plus six-time Academy Award winner “The Hurt Locker,” as well as all five films of the wildly successful “Twilight Saga”.

As a marketing consultant, Tim has worked on numerous specialized movies including Lionsgate’s “All Eyez on Me” and “Overboard” from Pantelion Films. He has also produced long-form content for “HBO: First Look” and the BET Network.

Before working as a creative director at The Ant Farm for six years, Tim began his career in local television at WJBK-TV in Detroit and KCBS-TV in Los Angeles. He then moved to FOX Broadcasting where he was responsible for promoting “The Simpsons” and other comedies.

He currently is a Creative Director at Amazon Studios/Freevee.

Mr. Sommerfeld holds a Bachelor of Arts degree from Temple University, Philadelphia where he majored in TV-Film. His work has received numerous Key Art Awards, local Emmys and a London International Advertising Award.

He is a husband, dad and writer.