



ALEC STERN

ALECJSTERN.COM

A B O U T

AWARD-WINNING MUSIC SUPERVISOR, PUBLISHED AUTHOR, AND ONE OF THE YOUNGEST DIRECTORS OF MUSIC IN THE COUNTRY, ALEC IS RECOGNIZED WITHIN THE ADVERTISING AND MUSIC INDUSTRIES FOR CONSISTENTLY UNCOVERING AND PLACING SURPRISING AND EXCITING MUSIC IN MAJOR CAMPAIGNS, HIS DISTINCT CREATIVE AND STRATEGIC IMPULSE, COLLABORATIVE WORK ETHIC, REFRESHINGLY POSITIVE DEMEANOR, AND A GENUINE LOVE AND CURIOSITY TOWARD ALL THINGS MUSIC

E X P E R T I S E

SUPERVISION	BRAND STRATEGY
LICENSING	COMPOSITION
EXPERIENTIAL	PRODUCTION
NEGOTIATIONS	TRENDS/CULTURE
CONTRACTS	SCORING

I N T E R E S T S

WRITING AND PRODUCING RECORDS
DRAFTING A NOVEL
ALL-VINYL DJING
WRITING NERDY MUSIC JOURNALISM
ADVOCATING FOR SPECIAL NEEDS
DOING CRAZY FITNESS CHALLENGES
TAKING SECOND-A-DAY VIDEOS

E D U C A T I O N

BACHELOR OF SCIENCE IN COLLEGE OF MEDIA: MEDIA STUDIES, CONCENTRATION IN PSYCHOLOGY
University of Illinois at Urbana-Champaign
2009-2013

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🎵 SPOTIFY: ALEC STERN

📁 BEST DAMN HIP HOP WRITING 2018

📷 @ALEC.STERN

🌐 ALECJSTERN.COM

P R O F E S S I O N A L E X P E R I E N C E

DIRECTOR OF MUSIC

DDB Worldwide / December 2017- Present

- Sole agency Music Supervisor and Creative Music Strategist for McDonald's, Skittles, The U.S. Army, Kroger, Miller Lite, Capital One, State Farm, Blue Moon, Coors Light, and nearly twenty other major clients across the global DDB Network
- At the age of twenty-six, became one of the youngest Directors of Music at any advertising agency in the U.S., fully overseeing the creative, strategy, and production of music for the DDB Agency Network and their complete client roster
- Developed first-ever music strategy and sonic branding programs for clients such as The U.S. Army, Kroger, and Miller Lite, including the creation of brand-wide audio identities, procuring major industry partnerships with labels, publishers, artists, and streaming and content platforms, and the curation of culturally impactful music content and groundbreaking consumer engagement initiatives
- Coordinated with music rights-holders across the industry in negotiating license fees, collectively saving clients millions of dollars through experienced music business acumen and strong professional industry relationships
- Spearheaded internal licensing process by overseeing the creation, reviews, revisions, and final executions of music licenses of all types
- Nominee for the 2020 Guild of Music Supervisor Awards in the Best Original Score category, a first-ever for the brand, any DDB agency, or a beer commercial
- Produced and co-wrote the music for the award-winning 2019 Super Bowl activation "Skittles Super Bowl: The Broadway Musical" including a one-time-only live on Broadway performance, official cast album, and music video
- Notably supervised and secured the first-ever deal for a Prince recording in an advertisement, as well as negotiated rights for Michael Jackson and Whitney Houston songs in a radically music-focused Capital One brand campaign
- Led and MC'd a monthly agency performance series to showcase up-and-coming talent, guide client music strategy, and foster a progressive, culture-driven creative environment with music at the forefront
- Launched and curated a monthly music newsletter shared with the worldwide DDB Network which heavily influenced agency creative work and music strategy
- Frequent writer and contributor for prestigious music and advertising industry publications such as Muse by Clio, Shots Creative, Creativity Online, and more
- 2021 Recording Academy Professional Member and juror for Clio Music Awards, AMP Awards, London International Awards, and the Music + Sound Awards

SENIOR MUSIC PRODUCER/ SENIOR EXPERIENTIAL PRODUCER

Leo Burnett / June 2013-November 2017

- Oversaw music supervision, strategy, and production services for Samsung, McDonald's, Nintendo, P&G, Esurance, Kellogg's, Allstate, and over forty others
- Produced branded live events including the 2016 Cannes Lions Official Opening and Closing Galas and the 2017 nationwide Pantene Gold Series Tour
- Served as direct report for the training and management of two employees, and acted as a key music resource for the global Publicis Network
- Hand-selected as a leading advocate for the Multicultural Employee Resource Group based on passionate contributions toward inclusion and diversity
- Honored as Leo Burnett's 2016 nominee for Chicago Crain's "20 in their 20's"

N O T A B L E W O R K

U.S. ARMY "WHAT'S YOUR WARRIOR"

Muse by Clio "Top Trailers of 2020" / 2021 One Show Awards Bronze Medal: Use of Licensed Music

MILLER LITE "FOLLOWERS"

*Guild of Music Supervisors Nomination for Best Original Score - February 2020
Music + Sound Awards Winner: Best Original Score - July 2020*

SKITTLES "SUPER BOWL COMMERCIAL: THE BROADWAY MUSICAL"

*Forbes "#1 Top Super Bowl Moment: 2019" - February 2019 / Two Cannes Gold Lions for Audio - July 2019
THE DRUM's Third Most Awarded Creative Campaign of 2019
AdAge A-List Content Marketing of the Year Winner - 2019*

ALWAYS "#LIKEAGIRL"

Cannes Lions Grand Prix, Grand Clio, & Emmy for Outstanding Commercial - 2015