

# top 10 reasons to [hire] david lanfair

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## 1. CREATIVE ALCHEMY

I have a talent for taking raw information or data — the creative brief, the marketing strategy, the research, the talking points — and transforming it into the kind of creative gold that attracts consumers, builds businesses, upticks stock prices, and influences people to take action. As a matter of fact, I've won over 15 top industry awards, which is an indication of the level of strategic and creative excellence that I can bring to any company or business.

## 2. ABILITY TO WRITE IN MULTIPLE VOICES ACROSS ANY MEDIUM

Because I've worked on (and driven the success of) a plethora of diverse brands — everything from kids brands like Nickelodeon and Tiger Toys, to adult lifestyle brands like MTV, Comedy Central, and Oxygen — I've become extremely adept in imbibing a brand's voice or vision or tone, and then communicating effectively and dynamically in that voice to influence its audience(s) across any medium or platform.

## 3. A FORTE FOR WRITING VIRTUALLY ANYTHING, EXCEPTIONALLY

Over the years, I've had to conceptualize, write, and execute an immense range of collateral, communications, and materials — everything from naming products, services, and businesses, to writing taglines, to creating trade and B2B advertising, to devising consumer-facing branding and marketing, to writing national TV and radio spots, to penning sizzle films, to scripting for events (like MTV's "Rock the Vote"), to creating corporate holiday cards, to writing lines and copy for merchandise and catalogs, to crafting marketing kits, to working on upfronts, digital newfronts, and industry sales presentations, to working in multimedia, interactive, and digital platforms, to writing articles for magazines. And more. Because I wasn't limited to one type of writing, my writing muscles are not only strong but flexible. I'm able to tackle anything (and excel) because of this breadth of experience.

## 4. STRONG COMMUNICATION/PRESENTATION SKILLS THAT SELL IDEAS

I've worked diligently in building my presentation skills. To quote Roger Love, "Innovation is exalted, but execution is worshipped." My aptitude for "selling ideas" has developed the way most speaking skills develop — from repeatedly having to give presentations. At Posnick & Kolker Advertising, I pitched and won numerous accounts that garnered multimillion-dollar new business. At MTV Networks, over 10 years, I gave hundreds of internal and client-facing pitches. That's part of the equation; the other part is that I've studied the work of presentation/communication experts like Leil Lowndes, Brian Tracy, Tony Jeary, Patricia Fripp, Dr. Tony Alessandra, Lisa Ford, Dalton Kehoe, and others.

## 5. AN ART BACKGROUND THAT STRENGTHENS THE WRITING

Growing up, I had two primary areas of interest: art and writing. As a matter of fact, I won a complete scholarship for art at Kutztown University. The reason I bring this up is that

my writing is informed by a strong visual foundation. Because I'm at home in the world of art, I'm able to communicate visual ideas fluidly with designers, photographers, directors, and other visually focused professionals. I'm able to articulate ideas and concepts visually. This makes me a more well-rounded writer because my contributions don't just stop with a headline or script; I'm able to add a dimension of visual problem-solving to the mix.

## **6. ADDING VALUE BY ADDING THE VISUAL**

To piggyback on the previous point: I think that problem-solving is a very visual process. You've got to see solutions in your head. A colleague of mine said that we are "in the business of ideas." My methods of solving problems are strengthened by my artistic talent. My mind doesn't just work via words; it works in images as well, and I think this synergy between the visual and the verbal distinguishes me from other writers. My experience working with dozens of teams has taught me that it's not enough to come up with a great idea or line because many designers — most people! — require help in coming up with the visual component that articulates the idea(s). And because I'm able to come up with the visual component, I add tremendous value to teams.

## **7. COMMUNICATION EXCELLENCE**

There are tomes of research that suggest that 80% of all problems are a result of poor communication. In fact, 80% of why most people leave companies can be traced to bad communication. Tony Robbins states it succinctly: "The quality of your communication (with yourself and others) is the quality of your life and your success." I've made it a point to seek out education from communication experts to arm myself with the best tools to help me communicate effectively — both orally and in writing.

## **8. A POSITIVE, VALUE-ADDING WORK ETHIC**

I try to bring my best professional self to work. "Doesn't everybody?" you might think. Not exactly. I believe that people can allow all sorts of quirks and habits and issues to interfere with the optimal flow of a healthy working environment. I try to employ the attitude and modus operandi of "How can I add exceptional value to this company or department or individual or project?" I then look for actionable ways to manifest this value.

## **9. COLLABORATIVE SYNERGY THAT CATALYZES THE BEST IN OTHERS**

I not only function well autonomously but also in teams and groups; I attempt to egg-on and tease-out the best in people. I consciously try to raise the group performance and output on projects, and I do this by pushing the quality of whatever it is we're working on, while remaining sensitive to making sure that it's done in a positive, supportive way.

## **10. HUMOR THAT FUELS THE WORK, AND WORKING RELATIONSHIPS**

I think that humor is huge in many ways. My unique humor is what separates my writing style from many other writers' styles. It's something that, when used appropriately and in the right context, has unmatched power in delivering messages and getting people to take action. In professional working relationships, I try to use humor to build rapport and also diffuse the natural tensions that occur when working in dynamic corporate environments, especially among passionate, creative people.