

## Summary

Senior copywriter who loves writing scripts, print ads, and digital executions.

## Experience

### Senior Copywriter | Organic // 2021-2023

#### Freelance Senior Copywriter | Organic // 2020-2021

Clients: Ford, Voyager

TV, CRM Email

- Wrote the initial emails that helped the agency win Ford's CRM business.
- Inspired "Coffee Pals" an agency-wide initiative for colleagues to meet for virtual coffees.
- Led an improv comedy workshop teaching improv fundamentals to colleagues.
- Wrote television scripts for Voyager and Ford Service.

#### Freelance Senior Copywriter | BBDO // 2019-2020

Client: Ford

TV, Print, Email, Digital

- Penned national TV commercials for Ford Service.
- Worked with Jimmy Kimmel Live to develop sketch to unveil Mustang Mach-E.

#### Freelance Copywriter | Madison Square Garden // 2017-2018

Client: The New York Rangers

Video, Social, Venue Advertising

- Won a Bronze Clio for writing a social media campaign.
- Interviewed fans and players to create engaging client-sponsored videos.
- Collaborated with Rangers reporter Amanda Borges on alumni interview show *New York Eats*.

#### Copywriter | Organic // 2015-2017

Clients: Subway, Tim Tam, Quaker Oats, New Business

TV, Digital, Email, Social, Radio

- Took a deep dive into the world of digital advertising including CRM and paid social.
- Handled writing weekly emails for Subway's newsletter over the course of a year.
- Converted instructions for making overnight oats into an Amazon Alexa skill.

#### Freelance Creative | Spring Pheasant // 2012-2015

Clients: Pizza Pro, Chandler Nichol & Sloan, FoxFire Printing

Print, Branding, Strategy

- Became a one-man shop for design and writing.
- Found solutions that fit client budgets.
- Built relationships with vendors and freelancers.

### **Creative Assistant | 1919 // 2010-2011**

Clients: The Ritz-Carlton Residences Vail  
Web, Film

- Supported a 4-person boutique agency with administrative and production duties

### **Freelance Copywriter | Grey // 2007-2008**

Clients: Dairy Queen, Hawaiian Tropic, E\*Trade, Canon, Smuckers, New Business  
TV, Print, Digital, Radio

- Experienced a sea-change in the agency's creative culture.
- Traveled to present work to clients in person.
- Learned from world-class creative teams.

### **Creative Assistant | Fresh Grey // 2004-2006**

Clients: Kmart, 3M  
TV, Print

- Learned how an agency functions from the copy room to the CCO.
- Supported 2 executive creative directors and their team of 11 creatives.
- Edited animated storyboards on iMovie for client presentations and focus groups.

### **Production Support | Fox Sports // 2002-2006**

### **Production Support | CBS Sports // 2003-2007**

Broadcasts: The World Series, MLB, NFL, The NFL Today, NCAA Basketball

- Worked on site at national sports broadcasts.
- Learned production fundamentals by working in edit room and on set.
- Worked directly with talent.

## **Education**

### **School of Visual Arts**

Film // 2022

Classes: Film Production, Directing, Cinematography, Editing

- Directed and produced two student films.
- Gained experience in different roles of crew.

Advertising Classes // 2009-2011

- Presented campaign ideas to the City Museum of New York.

### **Magnet Theater & Upright Citizens Brigade**

Improvisation and Sketch Comedy Training // 2003-Present

### **Lehigh University**

Theatre & Economics BA

- Won Outstanding Student of the Month Award.
- Served as president and comedy producer on student entertainment board.
- Directed one-act play.