

Summary

Senior copywriter who uses humor, design, storytelling, and smart thinking to create memorable and effective advertising. Clients include major corporations, local businesses, and individuals.

Experience

Freelance Senior Copywriter // 2021

Client: Auto Lender

TV

- Pitched concepts for TV campaign

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
- Crafted email campaigns for reservation process and activation of 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 duties
- Learned about high-end website management
- Learned basics of film editing on Final Cut Pro

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 // 2005-2006

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

Broadcasts: The World Series, MLB, NFL

- Assisted communications between editorial consultant and play-by-play broadcaster
- Worked on site at national sports broadcasts
- Learned fundamentals of live production

Production Support | CBS Sports // 2003-2007

Shows: The NFL Today, NCAA Basketball

- Learned production fundamentals by working in edit room and on set
- Worked directly with talent
- Managed large amount of footage

Student President | University Productions // 2001

Comedy Director // 1999-2000

School: Lehigh University

Committees: Comedy, Music, Special Events, Excursions, Marketing, Web

- Executive produced live concerts, stand-up comedy shows, and other entertainment
- Led at 75-member organization divided into 6 committees
- Designed and distributed advertising to promote shows

Education

School of Visual Arts

Advertising Classes // 2009-2011

Magnet Theater & Upright Citizens Brigade

Improvisation and Sketch Comedy Training // 2003-Present

Lehigh University

Theatre & Economics BA

- Won Outstanding Student of the Month Award
- Directed one-act play