

Adam Sherbell
646-491-0463
adamsherbell@gmail.com
www.adamsherbell.com

Experience

Freelance Senior Copywriter at Wunderman- Nov 2015-Jan 2017

Digitally focused, lead writer on Theraflu. Worked on a full website relaunch, new product launch, content creation, online video, a Watson AI partnership and an activation campaign. Also helped support the Smokers Health/Nicotinell/Quit.com account with content creation.

Freelance Copywriter/Creative: 2011-Present

Creative concepts and executions for large advertising agencies to small startups and everything in between. I've done a mix of digital and traditional work including websites, email, apps, print, social media, innovation, content creation, product naming, digital activations, online video and more.

Agencies/Clients Include:

Ebay Enterprise: THE SHOP- Magento, Ahold Supermarkets (Stop and Shop, Giant, etc.), eBay, Sports Authority, Citizens Bank
MRM/McCANN- Verizon, Oppenheimer Funds, Cigna Health
GSW- Tudorza, Pradaxa, Fetzima
T3- UPS
TPN- Bank of America, Comcast
Gyro- New York Stock Exchange, Lincoln Financial
WoodsWittDealy- Vysk
Publicis Kaplan Thaler- Merck, LG, Drager
Globalworks- DISH
Tribal DDB- Exxon Esso
SDK Knickerbocker- Success Charter Academy
Atmosphere BBDO- Campbell's
mcgarrybowen- Chase, Accenture
Razorfish- TIAA-Cref
Saatchi and Saatchi Wellness- Allegra
Catch NYC- Intrepid Museum

Co-founder of Work Hack App: October 2013-Present

In partnership with development firm Blue Label Labs, I created a word game app that is a new twist on classic style word puzzle games such as Hangman and Wheel of Fortune. I am responsible for all creative including game concept, mechanics, UX/UI, writing and branding. The game has been as high as #3 in the US Word Game category. www.wordhackapp.com

Miami Ad School Instructor: March 2014-Present

I teach Product Creation and Gaming Concepts. I've helped guide students to some award winning work including Miami Ad School Top Dog and Addy's.

AngelHack: Content Creator- May 2014-October 2014

Responsibilities included writing for the blog, social media outreach, the weekly newsletter, client communications, thought leadership pieces and more. I was neck deep in the developer and tech community and can now dream clever meme's in my sleep.

TBG Digital: NY Creative Lead- Feb 2012-August 2012

TBG Digital is a London based social media marketing agency. I was responsible for creative ideas and executions with a focus on Facebook applications. I lead client pitch meetings, presented ideas and discussed agency capabilities with clients such as Coral, Discovery Channel and Dettol.

Skills/Other Experiences

- Adobe Creative Suite, Final Cut Pro, Microsoft Office, Mac and PC proficient, mobile and tablet.
- Startup Weekend NYC winner and mentor, served as a judge at the IDEO Hackathon
- AngelHack Lead Organizer/Ambassador NYC, organized a hackathon of 200+ people hosted at Hugel
- Contributing writer for IdeaToAppster.com
- Freelance Photographer: www.adamsherbellphotography.com
- B2B Sales Executive at Datamonitor and Critical Mention: 2006-2008
- ESL Teacher in Tokyo, Japan (2004-2005): Taught English to students of all ages.

Education

Miami Ad School- Certificate December 2010

Baruch College- B.B.A Marketing June 2003