



CHRIS MICHAEL

associate creative director

EXPERIENCE

BBDO Associate Creative Director // 2015 - Present

Hired to lead AT&T's newly-formed Entertainment Group (EG) account within digital sub-agency, Organic. Part of the winning pitch that consolidated AT&T-DirecTV with BBDO.

The Huffington Post Comedy Writer // 2010 - Present

Featured political humorist, op-ed author, and cartoonist.

Publicis Senior Copywriter, Creative Lead // 2011 - 2015

Creative lead of the P&G Cascade brand. Additional accounts include Swiffer, Dawn, ZzzQuil, Tampax, Wendy's, Coca-Cola Freestyle, US Bank, Rosetta Stone, Belfor, Nestea, and various pitch work.

Freelance Copywriter // 2008 - 2011

Sprinkled my magic in hourly doses at agencies Euro RSCG, DraftFCB, and Big Idea on accounts including Oreo, Gevalia Coffee, Nivea for Men, Eucerin, Pfizer, Holiday Inn Express, Hotel Indigo, Brother, Brooklyn Academy of Music, and various pitch work—as well as working in-house at DirecTV.

EDUCATION

Bard College New York // 2006

Bachelor's with distinction: Psycholinguistics

Humboldt Universität Berlin // 2005

English-language morphology

Université Paris-Sorbonne Paris // 2004

Honors-level literary translation

BELLS+ WHISTLES

Awards & Recognition

Effie, Addy, Webby, Mashie, FWA, IAC, Publicis Craft, Golden Tweet, AdAge, Adweek, New York Times, Wall Street Journal, Huffington Post, Communication Arts, Mashable, Business Insider, BuzzFeed, etc.

Brands

AT&T, DirecTV, Swiffer, Cascade, Dawn, Mayo Clinic, Wendy's, US Bank, Nestea, Oreo, Eucerin, Nivea for Men, Gevalia Coffee, Antigua & Barbuda, ZzzQuil, Tampax, Coca-Cola Freestyle, Hotel Indigo, Holiday Inn Express, Jim Beam, Dewar's, Rosetta Stone, Pfizer, Brother, BAM, etc.

Languages

Fluent in English, French, and German. Conversational in Spanish, Swahili, Portuguese (Brazilian), Mandarin, and Afrikaans.