

Barbara Finnerty
Copywriter/Concept Engineer
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Samples of my work can be viewed at www.barbarafinnertywrites.com

What I Bring To The Party...

An extensive advertising/marketing background consistently delivering 360 ideas that successfully elevate brands by reaching consumers across all relevant media touch-points (T.V., Print, P.O.P, Radio, Digital, Experiential and Social Media).

Skills...

- * Playing well with others - collaborating with fellow creatives, directors, producers, editors, account teams and clients to facilitate the most successful end results
- * Working independently as a motivated self-starter if need be
- * Translating marketing objectives into creative solutions that match or surpass clients' expectations
- * Managing and executing every step from white paper concepts through pre- and post-production in a timely fashion
- * Ability to write in myriad styles to maintain and/or create a Brand's voice and identity
- * Mentor, inspire and guide junior creative teams, interns and freelancers
- * Multi-tasking, time management and fitting in lunch
- * Excelling in presentation and client-facing interactions
- * Copy, lyric writing, musical direction, casting, recording, shooting and editing supervision
- * Managing, maintaining and growing outside vendor and client relations
- * Keeping up with, and an eye out for all things pop-culture and techy
- * Juggling

Been There, Done That...

Full Time

Uproar/DDB NYC: Senior Copywriter
T.V., Print, Online, Social Media: Hasbro Games, Girls & Boys Toys, Topps

Bozell, NYC: Senior Copywriter
T.V., Print, Radio: Curel, Biore, Bahamas Tourism, Excedrin, Excedrin Migraine

Grey Worldwide, NYC: Copywriter

T.V, Print, Radio, Direct Mail: Hasbro, Playskool, Kenner, Konami, Six Flags, Elmer's Glue, Dannon, Slim Fast, Pantene, BellSouth, Crown Royal

Hill, Holliday, Connors, Cosmopolous, Boston: Junior Copywriter

Print, Radio: Jordan Marsh Department Stores

Freelance (to name just a few...)

CarlByrd&Co - Konica Minolta, Macy's, GAP Factory, Aerosoles

Deep Focus – Purina, Nespresso, Frito Lay (Social Media)

SpinMaster – Flutterbye, Kinetic Sand, SharkMania, Cool Bake and more

Grey Worldwide – Pantene

The CementWorks - Climara, ClimaraPro (Pharma/DTC)

Ferrara & Co. - Arrid, EnamelCare, Mentadent, Trojan, Drixoral, First Response, Arm & Hammer Cat Litter, Arm & Hammer Baking Soda

New York Sports Club - Anthony Truly Aerobics (Gold Addy Winner)

True North, Inc. - Pitney Bowes (B2B), Disney Visa, Cardean University

Margeotis, Fertitta, Powell – SunCom

Cigna Healthcare - In House – Kinderprint

Awards...

Addy, Effy, Telly, Hatch, Mom's Fridge