

Brooklyn, NY 11222
646.827.0414

jason paul | ACD copywriter
jason@jasonwritescopy.com
jasonwritescopy.com

In advertising as in life, a little humanity goes a long way. In my 10+ years of advertising, from TV to digital to social, I've worked to make personal, intelligent content that start a conversation.

EXPERIENCE

Freelance | Associate Creative Director

New York | February 2015 – Current

Agencies: Big Spaceship ~ MRY ~ DigitasLBi ~ POSSIBLE ~ Fancy Pants Group ~ ROAR

Clients: Google ~ Visa ~ Chase ~ Bud Light ~ Adobe ~ e.i.f. ~ AFLAC ~ T-Mobile ~ L'Oreal ~ JIF ~ EAS

mcgarrybowen | Associate Creative Director

New York | August 2014 – February 2015

- » Integrated campaign development and execution (traditional, digital, social)
- » Site content strategy and development
- » Management of junior writers and art directors

Clients: Verizon Wireless ~ Verizon Co-Sponsorships (NFL, NHL, IndyCar, Microsoft) ~ Intel

Sr. Copywriter ~ July 2012 – July 2014

Organic | Sr. Contributor, Content (Sr. Copywriter)

New York | November 2010 – July 2012

- » Interactive campaign development and execution
 - » Social media and content strategy and implementation, SEO optimization
- Clients: Intel ~ Pepsi ~ Bank of America ~ P&G (Olay, PUR, DDF, StyleUnited, Iams) ~ The Hartford*

JWT | Copywriter

New York | March 2010 – November 2010

- » Traditional and Interactive campaign development and execution
- » Content strategy and development

Clients: Johnson & Johnson (Sudafed, Zyrtec, Benadryl, Listerine, Halls)

McCann Erickson | Copywriter

San Francisco | June 2007 – September 2009

- » Interactive, Print, and Content campaign development and execution

Clients: Microsoft ~ The City of San Francisco ~ Cathay Pacific ~ HP ~ Intel ~ Boys & Girls Club ~ Nortel

Fagabond.com | Editor/Writer

Philadelphia | May 2009 – March 2010

- » Editorial content on popular U.S. destinations for gay and lesbian travelers

McCann Erickson | Account Executive

San Francisco | April 2007 – January 2008

Asst. Account Executive: June 2005 – March 2007

Business Analyst: October 2004 – May 2005

AWARDS & HONORS

- » 2014 Shorty Industry Awards Finalist
- » 2014 mbExceptional Leadership Award

EDUCATION

Brown University | B.S., Chemical Engineering