

[Copywriting, Editing, Conceptualizing, Social Media, Direct Marketing](#)

Location: Manhattan, NY, 10007

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Subject: Response to your resume Copywriting, Editing, Conceptualizing,...

Message 

Job Description (optional) 

Resume:

JEWISH FEDERATIONS OF NORTH AMERICA (JFNA)

Creative Director/Copy

2014 – 2023

Created concepts and copy for B2B, B2C, social media content, video, print, websites, events, onsite branding, speeches, articles, direct marketing, mentored junior writers and directed freelancers - in other words the whole enchilada!

FREELANCE

Senior Copywriter

n Deare 2 Marketing: Entertainment Weekly, American Museum of Natural History

n Spring O'Brien: American Express, Strayer University n Healthfirst New York: Healthfirst health insurance advertising and direct marketing

AMERICAN EXPRESS (In-house Agency)

Contractor

As lead copywriter, I helped to create direct marketing and digital campaigns for financial and insurance Card products and services including; Travel, Rewards, Merchants, Small Business Services (OPEN), Corporate, Co-Brands and more.

BLUE WORLDWIDE

Associate Creative Director

Copywriting and concepting for all agency accounts including: Columbia University, Hollywood Video, and True Beginnings. I co-created and wrote all copy for the Columbia University 250th Anniversary Campaign which achieved an exceptionally high response rate. Additionally, I provided direction to freelancers and mentored junior creatives.

FREELANCE

Senior Copywriter

n Saatchi & Saatchi Wellness: Nexium, Enbrel, Detrol LA (D2C) n McCann Relationship Marketing: Sprint, US Airways, Microsoft n Saatchi & Saatchi: Toyota

n Foote Cone & Belding Direct: Metlife

EARLE PALMER BROWN

Senior Copywriter

The Learning Channel, Tumi, Madison Square Garden

OGILVY

Copywriter

Lufthansa, New York State Tourism

Drake Garnitz

Writer & Content

Creator

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