

# Hi there, I'm Dan.

## ABOUT

I'm an ACD/Copywriter with experience working on all types of clients and all advertising channels. From Fortune 50 brands to brand new startups. From massive TV and OOH campaigns to targeted social and digital activations. Bringing a high level of conceptual thinking, craft, and EQ to every project I'm involved with.

## EXPERIENCE

MAY 2021 – PRESENT

### Associate Creative Director, McCann New York

Played a key role in several new business wins (including Smirnoff Global and Post Cereal), created a pro-bono campaign advocating for cannabis justice reform, helped Verizon launch an enterprise platform, and helped lead day-to-day creative for a multi-million-dollar account.

MAR 2018 – MAY 2021

### Senior Copywriter, Wondersauce

Developed brand identities and launch campaigns for direct-to-consumer startups, such as Leaf Shave and Verlas Diamond Jewelry. Worked on OOH and print campaigns for FIGAt7th and Halo (Brookfield Properties).

MAR 2017 – MAR 2018

### Copywriter, Geometry Global

Built a restaurant to launch American Airlines Flagship First Dining, delivered Cheerios Moments of Good to communities across America, and created an immersive wine experience for DeltaAmexPerks.

JUN 2016 – MAR 2017

### Copywriter, SundaySky

Collaborated with a Creative Strategy Director to create dynamic, personalized digital video campaigns and content for Verizon, Expedia, and Xfinity.

JUN 2014 – JUN 2016

### Associate Copywriter, VaynerMedia

Wrote monthly social content calendars for AXE and Dove Men + Care, oversaw photo and video shoots, and created social-led campaigns.

AUG 2013 – MAY 2014

### Community Manager, VaynerMedia

Managed social media communities for Dove Men + Care, developed creative insight reports, and picked up every available copywriting opportunities.

## AWARDS

**Silver Ex** - Best Use of Events for Content

**Silver Reggie** - Best Experiential Campaign (Under \$1,000,000)

**Bronze Shopper Effie** - Single Retailer Program (Mass Merchants)