

JEREMY A. SIMMONS

Copywriter – jeremyswork.com

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EXECUTIVE SUMMARY

Experienced, collaborative, award-winning copywriter, and brand builder from concept through execution, with specialization in creative concept development and content, particularly:

- Strategic Branding and Advertising, B2C and B2B
- Engaging Brand Story Development
- Digital / Social Content
- Writing / Presentation
- 360 Messaging Across Channels

AWARDS

Cannes Lion Gold, Luerzer's Archive, New York Ad Club merit, Chicago awards, Athena winner, Minneapolis Show merit, Young Guns finalist, and CMYK.

EDUCATION

Miami Ad School

Copywriting program

University of Kentucky

B.A. History

PERSONAL INTERESTS

Screenwriting, novel writing, comedy writing, (okay, anything writing) and the Kentucky Wildcats winning it all every year.

PROFESSIONAL EXPERIENCE

Freelance CD/ACD Writer 2017 - Current

Leo Burnett *Notable brands included:*

- UnitedHealthcare Medicare: 360 campaign with TV, social, and print.
- Allstate Mayhem: 360 campaign with TV, digital, emails, social posts, and print.
- Beam Suntory: Billboards and social content for Knob Creek and Basil Hayden.
- Jim Beam Proof: B2B and B2C global brand projects from print, billboards, distributor sell sheets, retail installations, and internal videos and too many Japanese vodka shots.

ES99 B2B and B2C projects: Created brand strategy, creative voice, and website content for small to mid-sized businesses. Concepted and presented manifestos, web copy, emails, OLV, SEO and marketing materials. Collaborated with UX, strategy, researchers, and developers.

Agency in Motion Created print, social, and radio for Rush Hospital, executing against the current Excellence campaign.

SPM Healthcare Marketing Created and produced radio and print for University of Kansas Healthcare. Concepted campaign ideas for Memorial Hermann Hospital in Houston.

Creative Director 2016 - 2017

VML Chicago Managed three creative teams, guided and created concepts for execution and routinely presented to clients. Produced TV, digital, social, and radio campaigns for Ball Park hot dogs and launched Tyson Meal-Kit brand. Ate way too many hot dogs along the way.

Freelance Writer/ACD 2013 - 2017

Leo Burnett Collaborated with teams to produce Cannes Lion "Ways In" campaign for UnitedHealthcare. Responsible for social, OOH, direct mail, and managing intern team.

ARC Worldwide Created Clear Care brand campaign. Developed brand voice, look, and feel then guided campaign hand off to full-time teams.

Copywriter 2011-2013

DDB Chicago Concepted and produced numerous digital campaigns for McDonald's brand websites.

Copywriter 2010-2011

VSA Partners Collaborated with design teams to concept, present, and produce retail and digital creative.

Copywriter 2007-2009

Element 79 and Partners Created TV, print and digital campaigns for Gatorade, including Tiger Woods drink and the High School Gatorade Player of the year campaign.

Copywriter 2004-2007

Two x Four *Notable brands include:* White Sox, Wrangler Jeans, Ariat Boots, Four Winds Casino—Created TV, OOH, retail, print, radio, internal materials, and produced the White Sox "Pat and Tony" TV Show.