

CHRIS WHITE | CREATIVE + COPY

214.532.3637

copybychris@gmail.com

copybychris.com

[linkedin.com/in/copybychris](https://www.linkedin.com/in/copybychris)

Dallas, Texas

PROFILE

Ad scientist. Natural leader. Word slinger.

I'm a self-proclaimed advertising addict with a fierce craving for the industry. Throughout my career, my leadership skills, strategic thinking, passion for collaboration, and meticulous attention to detail have given me the ability to inspire teams to create cross-channel experiences that don't simply engage audiences, but making lasting connections. I take pride in mentoring creatives and ensuring they have the nurturing guidance they need to grow.

SKILLS

Creative Direction • Creative Strategy • Team Leadership • Copywriting • CRM • Cross-team Collaboration • Strengthening Client Relationships • Presenting Work • Integrated Marketing • Email Marketing • Direct Mail Marketing • Social Media Content • B2B/B2C • Project Management • Resource Management

EXPERIENCE

Creative Director at Hawkeye, a Publicis Agency, formerly Aspen Marketing, a division of Epsilon — January 2010-February 2023

In 13 years, I worked my way up the ranks from a mid-level copywriter to a Creative Director for two of the agency's biggest accounts.

- Mentored and motivated creative teams to produce high-quality, data-driven work that delivered strong results, increased customer acquisition and retention, and boosted client revenue
- Managed multi-channel B2B and B2C projects for multiple clients including AT&T, Google Assistant, FirstNet, SoFi, KeyBank, and QVC
- Crafted compelling copy for emails, direct mail, social media, print, websites, display ads, OOH, and TV
- Worked on business-winning pitches that increased agency revenue
- Created the winning concept for Fedex's evergreen small business acquisition campaign, which won the Gold Horizon Interactive Award
- Collaborated with account, strategy, analytics, dev, and production teams to provide clients with optimal solutions
- Overhauled the name, UX, creative design, and content for Google Assistant's monthly newsletter emails, which led to more open rates, click-thru rates, and product engagement
- Presented to clients while building strong, trusted relationships
- Led best-practice training for clients and teams

Copywriter at Javelin — March 2008-January 2010

I learned the ins and outs of CRM, direct marketing, and pitches.

- Wrote B2C copy for email, direct mail, landing pages, and more
- Worked on several new business pitches
- Created a letter kit that drove the client's second-highest direct response rate in 2008

Lead Conceptual Writer at IMC2 — June 2007-December 2007

I worked on the pet care team, writing copy for cat and dog lovers.

- Provided content for the redesign of lams.com, which successfully launched under a seven-week deadline
- Crafted copy for the lams Healthy Naturals microsite, which won the Interactive Media Award
- Developed copy for the lams Fabulous Feline Contest microsite, email campaign, and display ads
- Conducted extensive research to create copy for monthly newsletter emails

Copywriter at Bagwell Marketing — December 2006-June 2007

I discovered that my suspicions were true—I was born to write.

- Concepted, wrote, and help direct my first TV spot
- Crafted memorable radio spots and print ads
- Developed keyword-rich web copy and newsworthy press releases

Intern + Copywriter and Account Coordinator at Foodwise Group — January 2006-October 2006

During my last semester of college, I worked as an intern and was hired on full-time after I graduated. This job gave me a strong foundation for this ever-changing, fast-paced industry we call advertising.

- Wrote press releases and researched topics to create website content
- Named and helped brand a new restaurant, including developing menu copy, in-store signage, and promotional materials
- Worked as the liaison between various clients and the art team to ensure deliverables were met on time and on budget

EDUCATION

University of Texas — Bachelor's in Advertising, 2006

AWARDS

Interactive Media Award

Gold Horizon Interactive Award

VOLUNTEER EXPERIENCE

- Winnetka Heights Neighborhood Association Board of Directors, Communication Chairperson — January 2012-January 2020
- Children's Medical Center, Volunteer — May 2010-August 2011