

CHRIS WHITE | CREATIVE + COPY

214.532.3637

copybychris@gmail.com

[Portfolio](#)

[LinkedIn](#)

Ad scientist. Word slinger. Natural leader. Fierce infracaninophile.

My sharp storytelling skills, strategic thinking, meticulous attention to detail, and pure love for the written word have empowered me to create big-picture concepts and results-driven copy that bring brands to life, engage audiences across multiple channels, and make lasting connections.

SKILLS

- Copywriting • Creative Strategy • Content Strategy • Creative Direction
- Integrated Marketing • Email Marketing • Direct Mail Marketing • B2B/B2C
- Organic & Paid Social Media Content • CRM • Cross-team Collaboration
- Team Leadership • Presenting Work • Strengthening Client Relationships
- Mentoring Creatives • Critical Thinking • Project & Resource Management
- Google Suite • Microsoft Suite • Adobe Creative Suite • Figma

EXPERIENCE

Capital One — November 2025-Present

Contract Copywriter

- Writing copy for direct mail packages that increase lift above benchmarks
- Building and maintaining a copy library that groups approved language into RTB-focused categories
- Learning how to optimize the creative process through GenAI

Fossil — October 2023-February 2025

Senior Copywriter

- Created compelling concepts for luxury watch brands [MICHELE](#) and [Zodiac](#) across diverse platforms including email, web, social, and more
- Crafted copy that helped increase MICHELE email revenue by 15% and organic social engagement by 124%
- Optimized copy and creative for the Zodiac email welcome journey, which helped boost revenue by 205%
- Wrote press kits and product beauty copy for Michael Kors, Emporio Armani, and Skechers

Hawkeye, a Publicis Agency — December 2019-February 2023

Creative Director, March 2021-February 2023

- Led creative teams for two of the agency's biggest accounts
- Overhauled the name, UI, illustration style, copy tone, and content strategy for the monthly [Google Assistant](#) newsletter emails, which led to more open rates and product engagement
- Created the winning concept for the [FedEx](#) Evergreen Small Business Acquisition Campaign, which won a Gold Horizon Interactive Award

- Mentored and motivated creative teams to produce high-quality, data-driven work that produced strong results

- Led email and direct mail best-practice trainings for clients and teams

Associate Creative Director, December 2019-March 2021

- Won pitches for [FirstNet](#) and [SoFi](#) which helped increase agency revenue
- Closely collaborated with strategy, account, analytics, dev, and production teams to provide clients with optimal solutions
- Presented to clients while building strong, trusted relationships

Epsilon — January 2010-December 2019

Associate Creative Director, March 2014-December 2019

- Pitched, won, and helped rebuild the [AT&T Business](#) CRM email program
- Created high-level concepts and copy for 100+ emails in three months, which delivered strong results, increased customer acquisition and retention, and boosted sales

Senior Copywriter, January 2010-March 2014

- Crafted compelling emails, direct mail, and TV spots for [AT&T Consumer](#), Edward Jones, KeyBank, and QVC
- Conducted various creative, format, and subject line testing to ensure only the best-performing work reached target audiences

Javelin — March 2008-January 2010

Copywriter

- Learned the ins and outs of CRM and direct marketing
- Wrote B2C copy for emails, 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

IMC2 — June 2007-December 2007

Lead Conceptual Writer

- Provided all content for the complete redesign of [lams.com](#), which successfully launched under a seven-week deadline
- Wrote copy for the [lams Healthy Naturals](#) microsite, which won an Interactive Media Award
- Crafted copy for the lams Fabulous Feline Contest microsite and display ads
- Conducted extensive research to create copy for monthly newsletter emails and blog posts

EDUCATION

University of North Texas, Bachelor's in Advertising

AWARDS

Interactive Media Award

Gold Horizon Interactive Award