

# CHRIS WHITE | CREATIVE + COPY

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[Portfolio Website](#)

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Dallas, Texas

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## PROFILE

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

Throughout my career, my leadership skills, strategic thinking, passion for collaboration, meticulous attention to detail, and pure love for writing have allowed me to inspire teams and create cross-channel experiences that don't simply engage audiences, but make lasting connections.

## SKILLS

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

## EXPERIENCE

### Writer at Fossil Group — October 2023-Present

I'm learning the ins and outs of luxury fashion and loving every minute of it.

### 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 from a mid-level copywriter to a Creative Director for two of the agency's biggest accounts.

- Crafted compelling concepts and copy for emails, direct mail, [social media](#), websites, [videos](#), display ads, OOH, and manifestos
- Managed [multi-channel B2B](#) and [B2C projects](#) for several clients including AT&T, Google, FirstNet, SoFi, KeyBank, and QVC
- Mentored and motivated creative teams to produce high-quality, data-driven work that produced strong results
- Closely collaborated with strategy, account, analytics, dev, and production teams to provide clients with optimal solutions
- Presented to clients while building strong, trusted relationships
- Created the winning concept for the [FedEx](#) Evergreen Small Business Acquisition Campaign, which won a Gold Horizon Interactive Award
- Helped rebuild the [AT&T Business](#) CRM email program and content strategy, plus wrote copy for 100+ emails in three months, which delivered strong results, increased customer acquisition and retention, and boosted sales
- 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
- Worked on business-winning pitches that increased agency revenue
- Led email and direct mail best-practice trainings 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 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

### **Lead Conceptual Writer at IMC2 — June 2007-December 2007**

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

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

### **Copywriter at Bagwell Marketing — December 2006-June 2007**

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

- Concepted, wrote, and helped direct my first TV spot
- Crafted memorable radio spots, print ads, and [blog posts](#)
- Created keyword-rich website content and newsworthy press releases

### **Copywriter + Account Coordinator at Foodwise Group — January 2006-October 2006**

During my last semester of college, I worked as an intern and after I graduated, I was hired full-time. 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 by 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 North 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