

# 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 given me the ability 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

**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.

- 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