djlawson.carbonmade.com

David J. Lawson| Creative Copywriter
Landline: 708-254-0373
dvd.lwsn@gmail.com

My portfolio highlights my humorous side but I am more than capable of telling great stories with motivating copy and lighting the right fires under consumers in any demographic.

Experience:
LUCID Cannabis Battle Creek, MI Partner/Operator
From location scouting and state licensing to managing daily operations.

ParkWhiz- Chicago, IL May 2016- Present
Brand voice, Email, Digital, OOH, Product/Website, Video, Radio

grubHub- Chicago, IL December 2014 – February 2016
Emails, Social Media, TV/Radio and everything in-between

Geometry Global- Chicago, IL August 2014 – December 2014
Shopper marketing, Coupons, print ads
Client: Unilever Brands

socialdeviant llc.- Chicago, IL January 2014 to April 2014
Freelance Digital Copywriter/ Content Generator
Compose social media content
Clients: Leinekugel's, Farmers Insurance, TE Connectivity

Edelman Digital- Chicago, IL April-2012 to December-2013
Digital Copywriter/ Content Generator
Compose social media content for several brands
Clients: Slim Jim, Orville Redenbacher, PAM, Hilton, Omron, Chef Boyardee, Rotel
2012 Gold WOMMY in Social Media Category (Slim Jim)

Draftfcb- Chicago, IL March-2012
Freelance Copywriter
Client: Coca Cola, Jack Daniels

Education:
Roosevelt University, Chicago Illinois. Graduating class of 2003.
B.A., Integrated Marketing Communication holding a Minor in Fine Arts.
Chicago Portfolio School 2008-2009
Second City Training Center 2016- Sketch Comedy, Writing for The Onion