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JUSTIN KASWAN

CREATIVE DIRECTOR & COPYWRITER

EXPERIENCE

OFFICE NYC

2025 - Present

Founder, Creative Director / Copy

Clients: Ferrero Rocher, SuprDog

— Championing creative that earns attention, moves product, and drives action. If it doesn't work, it doesn't go out.

FREELANCE — NYC

2017 - 2025

Associate Creative Director / Senior Copywriter

Agencies: FCB, Digitas Health, H4B-Havas, Comcast (in-house), Drumroll

Clients: Amazon, Chase, Air Canada, AbbVie, Novartis, Blue Cross Blue Shield

— Created concept-first campaigns across all categories, from airlines to pharma.

PUBLICIS NYC

2015 - 2017

Associate Creative Director (Contract)

Clients: Citi, P&G

— Supervised junior teams and got my hands dirty working on P&G Oral Care and Citi.

VIACOM VELOCITY NYC

2014 - 2015

Senior Copywriter (Contract)

Clients: Subway, Wrigley's, Pepsi

— Incorporated brand messaging into MTV scripted series for major advertisers.

MCGARRYBOWEN NYC

2007 - 2013

Senior Copywriter

Clients: Reebok, Pfizer, Staples, Wall Street Journal, Chase, Central Park Conservancy, Dr. Pepper Snapple

— Developed integrated campaigns for Fortune 100 brands and contributed to the pitches that won Ad Age's Agency of the Year — twice.

FREELANCE — NYC, LAS VEGAS & PHILADELPHIA

2001 - 2006

Copywriter

Agencies: R&R Partners, Agency.com, MRM, Atmosphere BBDO, Red Tettemer O'Connell + Partners, Vigilante

Clients: British Airways, Discovery Channel, Nokia, AT&T, Caesars Palace, Comcast, Buick, Microsoft

— Worked on everything from casinos to software, mainly focusing on digital and e-commerce campaigns.

HAVAS NYC

2000 - 2001

Copywriter

Clients: Intel, Volvo

— Got my first few ads produced and worked on early rich media.

EDUCATION

School of Visual Arts — Advertising, Post-Grad Classes

Hamilton College — BA in History

IN ADDITION

— Work featured in AdWeek, AdAge, Creativity, and Shoot

— Big Brothers Big Sisters career mentoring

— Made a lot of money on Cash Cab