

# JUSTIN KASWAN

Creative Director | Copywriter | Scriptwriter

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## SUMMARY

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Creative Director, copywriter, and scriptwriter writing and directing film/OLV, integrated campaigns, OOH, digital/social, and email/landing-page work.

Categories include apparel, footwear, and fitness; travel; financial services; consumer products; and regulated pharmaceutical and healthcare communications.

I write the work myself, staying hands-on from first concept through final cut rather than directing it from a distance.

Currently using AI-enabled production tools to move ideas from concept to finished film faster.

## CORE EXPERTISE

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Copywriting · Creative Direction · Concept Development · Scriptwriting & Film/OLV · Broadcast · Print · Direct Marketing · Integrated Campaigns · OOH · Digital/Social · Email & Landing Pages · Regulated Pharma/Healthcare

## EXPERIENCE

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### OFFICE NYC

New York, NY | 2025–Present

*Founder, Creative Director / Copy*

- Lead creative strategy, concepts, copy, and production for an independent practice serving established brands and growth-stage businesses, including Royal Dansk, a Ferrero Group brand, Legion Dental, and SuprDog.
- Concepted, scripted, and creative-directed AI-generated video work for Royal Dansk butter cookies.
- Served as Creative Director for SuprDog: brand voice, campaign concepts, scripts, and launch communications, working directly with founders and production partners.
- Developed and scripted a promotional film for Legion Dental, produced with AI-enabled production from a single founder image and delivered in roughly two days, then put into use in the client's sales presentations.

### INDEPENDENT & AGENCY CONTRACT WORK

New York, NY | 2017–2025

*Associate Creative Director / Senior Copywriter*

- Created concept-first campaigns across travel, financial services, healthcare, technology, and consumer categories for FCB, Digitas Health, H4B-Havas, Comcast in-house, and Drumroll.
- Helped develop Air Canada and Chase's post-COVID “Upward and Onward” campaign; wrote OOH, print, digital, social, airport, email, and landing-page copy built to rekindle travel and support Aeroplan Card acquisition.
- Worked on the launch of the Kardia heart monitor, making a clinical-grade ECG device feel far less like a hospital gadget.
- Built ideas and copy for Amazon, Chase, Air Canada, AbbVie, Novartis, and Blue Cross Blue Shield, balancing brand voice, channel needs, and regulated-review requirements.

### PUBLICIS, CONTRACT

New York, NY | 2015–2017

*Associate Creative Director*

- Supervised junior and mid-level creatives while staying hands-on across P&G Oral Care and Citi.
- Concepted and wrote Oral-B online video and digital work that turned a technical product feature, the round brush head, into the “The Right Shape” product story.
- Created and wrote a Citi Progress Makers film built around air, water, and light, translating a broad corporate-purpose platform into a concise human story.

## VIACOM VELOCITY, CONTRACT

New York, NY | 2014–2015

Senior Copywriter

- Integrated advertiser messaging into MTV scripted series and branded entertainment for Subway, Wrigley's, and Pepsi, writing within established show voices and production constraints.

## MCGARRYBOWEN

New York, NY | 2007–2013

Senior Copywriter

- Developed integrated campaigns for Fortune 100 brands and contributed to new-business work during a period when the agency was named Ad Age Agency of the Year twice.
- Contributed to transforming Reebok from pro-sports heritage toward fitness through TV, print, and digital work spanning NFL and CrossFit.
- Helped grow Reebok's training business, eventually accounting for roughly 34% of sales. By the end of 2015, the brand had recorded 11 consecutive quarters of growth and three straight years of double-digit growth in training.
- Co-created Reebok "Migration," featuring 20 NFL players and directed by two-time Academy Award winner Janusz Kaminski. Covered favorably by Adweek and Creativity; named a Top Spot of the Week by SHOOT.
- Concepted and wrote Viagra TV within an integrated broadcast, print, and digital campaign, giving the brand a distinctive voice and regaining market share from Cialis, while working within strict pharmaceutical regulations to encourage doctor-patient conversation about ED.
- Helped create Central Park Conservancy's "Central to the Park" rebrand across identity, print, OOH, digital, video, app, and staff uniforms; awareness, membership, and funding grew following the rebrand, which received very favorable coverage by The New York Times.

## SELECTED FREELANCE AGENCY WORK

New York, Las Vegas & Philadelphia | 2001–2006

Copywriter

- Created digital, e-commerce, and integrated work for R&R Partners, Agency.com, MRM, Atmosphere BBDO, Red Tettermer O'Connell + Partners, and Vigilante during the rapid expansion of early online advertising.
- Delivered work across travel, entertainment, telecommunications, automotive, and technology for British Airways, Discovery Channel, Nokia, AT&T, Caesars Palace, Comcast, Buick, and Microsoft.

## HAVAS

New York, NY | 2000–2001

Copywriter

- Developed early digital and rich-media advertising for Intel, Volvo, and Philips, including work supporting the launch of Philips Rush, the company's first portable solid-state MP3 player.

## SELECTED RECOGNITION & LEADERSHIP

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- Work featured in Adweek, Ad Age, Creativity, The New York Times, and SHOOT.
  - Career mentor, Big Brothers Big Sisters.

## EDUCATION

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School of Visual Arts — Advertising, post-graduate coursework  
Hamilton College — BA, History