Justin Kaswan

Creative Director / Copywriter

Storytelling, Scriptwriting, Branded Content & Creative Strategy

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Summary

Creative director and copywriter with 20+ years in advertising, writing for Reebok, P&G, Citi, Viagra, The Wall Street Journal, and the Central Park Conservancy. My job is finding the simplest way to say something complicated, then making people want to hear it.

The work has a track record. I was part of the team that moved Reebok from a 26% quarterly sales drop to 12 straight quarters of growth, wrote launch work for a Wall Street Journal section that doubled its regional ad revenue in year one, and helped rebrand the Central Park Conservancy, which reported strong membership growth after launch.

The work spans TV, social, film, branded entertainment, and integrated campaigns in finance, healthcare, consumer products, travel, and entertainment. Lately that includes AI-assisted video, like a founder film built from a single photo in two days. Open to freelance and full-time roles in creative direction, copywriting, scriptwriting, and brand storytelling, in advertising or out of it.

Core expertise

Copywriting · Creative Direction · Scriptwriting · Concept Development · Brand Storytelling
Campaign Development · Social & Content · Film and Online Video · AI-Assisted Production

Experience

June 2025 - Present

Office NYC

Co-Founder / Creative Director / Copywriter · New York, NY

Co-founded Office NYC, an independent creative studio making campaigns, films, and brand stories for new and growing businesses.

- **SuprDog:** Led creative development for the launch of a canine wellness brand, including brand voice, messaging, video, and social content. Concepted and wrote the launch film, “We Are Counting.”
- **Legion Dental:** Concepted and scripted a film about the founder’s story for a dental business coaching program, made with AI tools from a single photo in about two days. The company now opens its presentations with it.

October 2017 - May 2025

Agencies: FCB, Drumroll, IMRE, Digitas Health, H4B-Havas, Comcast In-House

Associate Creative Director / Senior Copywriter · Mostly New York, Austin, and Philadelphia

Freelance and contract work in travel, finance, healthcare, technology, and consumer products.

- **Air Canada / Chase:** Helped develop “Upward and Onward,” a post-COVID campaign promoting the Aeroplan credit card and travel to less expected destinations. Wrote outdoor, print, digital, social, airport, email, and landing-page copy.
- **Kardia:** Wrote consumer launch work for a personal ECG monitor.
- **Other clients:** Concepted and wrote for Amazon, AbbVie, Novartis, and Blue Cross Blue Shield.

March 2015 - September 2017

Publicis (Contract)

Associate Creative Director · New York, NY

Concepted and wrote video and digital campaigns for P&G Oral Care and Citi.

- **Oral-B:** Developed online video and digital work, including "The Right Shape," a campaign built around the brand's round brush head, during a period when Oral-B power brushes helped make Health Care P&G's best-performing segment.
- **Citi:** Created online video for Progress Makers, Citi's ongoing global community outreach campaign.

February 2014 - March 2015

Viacom Velocity (Contract)

Senior Copywriter · New York, NY

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

May 2007 - December 2013

mcgarrybowen (now Dentsu Creative)

Senior Copywriter · New York, NY

Developed integrated campaigns for major brands and worked on new-business pitches while the agency was twice named Ad Age's Agency of the Year.

- **Reebok:** Helped reposition the brand from pro sports to fitness, including "The Sport of Fitness Has Arrived," the global CrossFit launch, across TV, print, and digital. After a 26% quarterly sales drop in 2012, Reebok returned to growth in 2013 with fitness training up 18%, then up 21% in 2014, on the way to 12 straight quarters of growth.
- **Reebok "Migration":** Co-created a TV commercial featuring 20 NFL players, the most ever in a single TV ad, directed by two-time Academy Award winner Janusz Kaminski. Covered in Adweek and Creativity and named a Top Spot of the Week by SHOOT.
- **The Wall Street Journal:** Wrote for the launch of Greater New York, the Journal's first local news section, including "If you know there are really 52 Fashion Weeks, we're your paper." Regional ad revenue doubled in the first year, and 82% of readers said the section made the Journal more valuable.
- **Viagra:** Concepted and wrote TV for an integrated campaign designed to encourage doctor-patient conversations about erectile dysfunction, working within strict pharmaceutical regulations. During the agency's run on the brand, global sales grew three straight years to an all-time high of $2.05 billion.
- **Central Park Conservancy:** Helped create the pro bono "Central to the Park" rebrand across identity, print, outdoor, digital, video, an award-winning app, and staff uniforms. The Conservancy reported that membership grew significantly after launch, contributions rose 10% that year, and the campaign was featured in The New York Times.

Press

Work featured in Adweek, Ad Age, Creativity, SHOOT, and The New York Times.

Education

School of Visual Arts · Advertising

Hamilton College · Bachelor of Arts, History

Volunteering

The Surfrider Foundation · Volunteer

Big Brothers Big Sisters of America · Mentor

Languages

Spanish (Conversational)