Justin Kaswan

Creative Director / Copywriter

Storytelling, Scriptwriting, Branded Content & Creative Strategy

New York, NY
(917) 859-7084
justinkaswan@mac.com
justinkaswan.com
linkedin.com/in/justinkaswan

Summary

I'm a creative director and copywriter with 25 years of advertising experience, working with clients like Reebok, P&G, and the Central Park Conservancy. I've always found the best ideas are simple, even when the subject isn't.

I've created work across film, branded entertainment, and integrated campaigns in financial services, healthcare, consumer products, travel, and entertainment. Lately, I've also been working in AI-assisted video production.

I'm open to freelance and full-time work in creative direction, copywriting, scriptwriting, and brand storytelling, both inside and outside advertising.

Core expertise

Copywriting · Creative Direction · Scriptwriting · Concept Development · Brand Storytelling
Campaign Development · 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 - November 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, including regulated pharma and healthcare work.

March 2015 - September 2017

Publicis

Associate Creative Director · New York, NY

Supervised junior and mid-level creatives while concepting and writing 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.
- **Citi:** Created online video for Progress Makers, Citi's ongoing global community outreach campaign.

Experience, continued

February 2014 – March 2015

Viacom Velocity

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

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 its pro-sports heritage toward fitness and training, with TV, print, and digital campaigns for its NFL and CrossFit business. Reebok reported double-digit growth in training every year from 2010 to 2013, and by 2015 the category had reached nearly 34% of sales.
- **Reebok "Migration":** Co-created a TV commercial featuring 20 NFL players, directed by two-time Academy Award winner Janusz Kaminski. The spot was covered in Adweek and Creativity and named a Top Spot of the Week by SHOOT.
- **Viagra:** Concepted and wrote TV for an integrated campaign designed to encourage doctor-patient conversations about erectile dysfunction, working within strict pharmaceutical regulations.
- **Central Park Conservancy:** Helped create the Central to the Park rebrand across identity, print, outdoor, digital, video, an app, and staff uniforms. Membership and funding grew after the launch, and The New York Times gave the work favorable coverage.

October 2001 – April 2007

Freelance

Copywriter · New York, NY

- Created digital, e-commerce, and integrated work for R&R Partners, Agency.com, MRM, Atmosphere BBDO, Red Tettemer 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.

March 2000 – September 2001

Havas

Copywriter · New York, NY

- 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.

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

Trinity School, NYC · High School Diploma, College/University Preparatory

Volunteering

The Surfrider Foundation · Volunteer, 2000 – Present

Big Brothers Big Sisters of America · Mentor, 2008 – 2013

Languages

English (Native or Bilingual) · Spanish (Professional Working)