

JUSTIN KASWAN

Copywriter and Creative Director

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

SUMMARY

Copywriter and creative director with 25 years in advertising. I work from the big idea down: concepts, campaign platforms, scripts, headlines, and the executions that carry them, alongside art directors, designers, directors, and editors.

Recent work includes the SuprDog launch, where I was Creative Director, and a promotional film for Legion Dental, made with AI tools from a single photograph. Background spans film and online video, integrated campaigns, OOH, digital and social, email, and landing pages for apparel and fitness, travel, financial services, consumer products, and regulated pharmaceutical and healthcare clients. Available for freelance and staff work.

CORE EXPERTISE

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

EXPERIENCE

OFFICE NYC CREATIVE

New York, NY

Founder, Creative Director / Copy

2025-Present

Independent creative studio for growth-stage businesses: concepts, scripts, copy, and production.

- SuprDog (canine wellness brand, launched August 2026): Creative Director. Led brand voice and messaging and the work across video, social, and content, including the launch film “We Are Counting.”
- Legion Dental: developed and scripted a promotional film for the company’s course for dentists, produced with AI tools from a single founder photo in roughly two days. The client used it to open sales presentations.

INDEPENDENT AND AGENCY CONTRACT WORK

New York, NY

Associate Creative Director / Senior Copywriter

2017-2025

- Built 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 the concept for Air Canada and Chase’s post-COVID “Upward and Onward” campaign, built around less expected destinations instead of the usual Paris, London, and Rome. Wrote OOH, print, digital, social, airport, email, and landing-page copy 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.
- Wrote 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

Associate Creative Director

2015-2017

- 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 a simple product story, “The Right Shape.”
- 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

Senior Copywriter

2014-2015

- 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

Senior Copywriter

2007-2013

- 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.

- Reebok: contributed to the brand's shift from pro-sports heritage toward fitness through TV, print, and digital work spanning NFL and CrossFit. Its training business went on to nearly double, reaching roughly 34% of sales, with 11 consecutive quarters of growth by the end of 2015.
- Co-created Reebok "Migration," featuring 20 NFL players and directed by two-time Academy Award winner Janusz Kaminski. Covered favorably by Adweek and Creativity, and named a Top Spot of the Week by SHOOT.
- Concepted and wrote Viagra TV within an integrated broadcast, print, and digital campaign that gave the brand a distinctive voice and helped regain market share from Cialis, 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, and Philadelphia

Copywriter

2001-2006

- 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.

HAVAS

New York, NY

Copywriter

2000-2001

- 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 AND LEADERSHIP

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

EDUCATION

School of Visual Arts: Advertising, post-graduate coursework

Hamilton College: BA, History