

Justin Kaswan

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Experience

Freelance NYC 2017-Present

Associate Creative Director/Senior Copywriter

Agencies: Digitas, H4B-Havas, Dalton Agency, Mad Genius, DDCD Partners, The Trade Desk (in-house), Upwork (in-house)

Clients: Verizon, Abbvie, Novartis, Refrigiwear, Farmers Bureau Insurance

- Creating idea-first campaigns across all categories, from pharma to apparel.

Publicis NYC 2015-2017

Associate Creative Director (Permalance)

Clients: Citi, P&G

- Supervised more junior teams and got my hands dirty, working on integrated campaigns for P&G Oral Care and Citi community initiatives.

Viacom Velocity NYC 2014-2015

Senior Copywriter (Permalance)

Clients: Subway, Wrigley's, Pepsi

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

McGarry Bowen NYC 2007-2013

Senior Copywriter

Clients: Reebok, Pfizer, Staples, *Wall Street Journal*, Chase, Central Park Conservancy

- Developed integrated campaigns and contributed to the pitches that won Ad Age's Agency of the Year twice.

Freelance NYC, Las Vegas and Philadelphia 2001-2006

Copywriter

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

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

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

MVBMS (now 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 *Ad Week*, *Ad Age*, *Creativity*, and *Shoot*
- Big Brothers Big Sisters career mentoring
- Made a lot of money on *Cash Cab*