

Justin Kaswan

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Experience

Freelance NYC, 2017-Present

Associate Creative Director/Senior Copywriter

Agencies: FCB, Digitas Health, H4B-Havas, Comcast (in-house), Drumroll

Clients: Amazon, Chase, Air Canada, Abbvie, Novartis, Blue Cross Blue Shield

- Creating concept-first campaigns across all categories, from airlines to pharma

Publicis NYC, 2015-2017

Associate Creative Director (Contract)

Clients: Citi, P&G

- Supervised junior teams and got my hands dirty working on P&G Oral Care and Citi

Viacom Velocity NYC, 2014-2015

Senior Copywriter (Contract)

Clients: Subway, Wrigley's, Pepsi

- Incorporated brand messaging into MTV scripted series for major advertisers

mcgarrybowen NYC, 2007-2013

Senior Copywriter

Clients: Reebok, Pfizer, Staples, Wall Street Journal, Chase, Central Park Conservancy, Dr. Pepper Snapple

- Developed integrated campaigns for Fortune 100 brands 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 Tettemer O'Connell + Partners, Vigilante

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

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

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 AdWeek, AdAge, Creativity, and Shoot

- Big Brothers Big Sisters career mentoring

- Made a lot of money on Cash Cab