

John Huddleston

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EXPERIENCE

Faktory, SLC — *Senior Copywriter / Producer*

April 2018 - June 2020

Pushed traditional clients such as Intermountain Healthcare and Dominion Energy towards more engaging online material, which resonated strongly with their audiences. Became more knowledgeable in all facets of production.

Super Top Secret, SLC — *Senior Copywriter*

September 2016 - March 2018

Developed a national campaign for Fjallraven. Woke up at the crack of dawn every morning to run Nike's internal blog, increasing employee readership. Gave BYUtv some edge, which somehow won me an Emmy? The world is weird.

Firehouse, Dallas — *Senior Copywriter*

January 2016 - August 2016

Created a series of engaging videos to help Interstate Batteries' sales team, crafted a new way of talking to people for La Madeleine restaurants, and tried to avoid making too many sexual puns for Twin Peaks.

TM, Dallas — *Copywriter*

July 2015 - December 2016

Got to experience more of the traditional side of advertising, all while pushing clients to engage with customers in more fun ways online. Made a irreverant online game for Captain D's, spiced up promo materials for Discover, and goofed off with Universal Studios Orlando.

JWT, Atlanta — *Junior Copywriter*

June 2013 - June 2015

Gained experience from online to TV and everything in between. Relaunching a Pennzoil product, which included a sweet Mario Kart game, to critical acclaim. Turned social media into something fun for boring brands, raising follows and engagement by the hundreds of thousands. Played around with the U.S. Virgin Islands, Marines, and Build-A-Bear Workshop.

EDUCATION

B.A. University of Oregon

Eugene, Oregon

Major: Journalism

Minor: English

IRRELEVANT EXPERIENCE

I've won awards, but not super into that. Except for the random Emmy thing.

Wildland Firefighter.

Diehard skier, backpacker, and hiker. Biking is my favorite mode of commuting. But, ironically, not a fan of granola.

Hip-hop radio host.

Could literally eat cheese enchiladas for every meal.

Sold fireworks on the side of a highway.

Have a large garden, which my dog doesn't help with.

There's so much more, but I'd prefer to talk about them in person...