JOHN SEARCY

Portfolio: www.johnsearcy.net

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Experience

Ayzenberg Group, Associate Creative Director 2017–Present

- Develop integrated campaigns for national brands, incorporating video, digital, and social media across paid and organic channels.
- Oversee videos and trailers from concepting through final delivery, leading team of creatives, editors, motion graphic artists, and more.
- Write engaging copy for all platforms, adhering to brand voice and best practices.
- Work closely with creative, strategy, production, and account teams to deliver work and incorporate feedback on tight deadlines.
- Engage directly with clients to sell work through and manage expectations.
- Teach high-school classes as part of MYCAD (Multicultural Youth in Creative and Design), an internal initiative to prepare underserved students for careers in advertising.
- Concepted multiyear "More on the Menu" campaign for Xbox Game Pass and wrote dozens of comedic spots for the campaign.
- Clients include Microsoft, Minecraft, Samsung, Xbox, Mercury Insurance, Paramount+, Blizzard, Oculus, Amazon, and NBCUniversal.

TBWA\Chiat\Day, Copywriter 2014–2017

- Developed concepts and wrote copy for TV, digital, social, and print.
- Concepted TV spot that became core of multiplatform partnership between Nissan and Lucasfilm, featuring elements of *Rogue One: A Star Wars Story*.
- Worked primarily on Nissan, with occasional work on Southwest Airlines and other brands.

Education

Cornell University, MFA in Creative Writing

Pomona College, BA in English
Magna Cum Laude, Phi Beta Kappa

Awards

2022 Clio Entertainment, Games: A/V Craft: Voiceover, **Gold** (Minecraft on PC Game Pass)

2022 Clio Entertainment, Game Play Trailer, **Silver** (Minecraft on PC Game Pass)

2020 Promax Games Awards, Best Promotional Trailer: Mobile, **Gold** (Minecraft Earth)

2019 Promax Games Awards, Best TV or Theatrical Ad, **Silver** (Xbox, "Meet & Greet")

2018 Golden Trailer, Most Innovative Advertising for a Brand (Oculus, "Step into Rift")