

JOHN SEARCY

Portfolio: www.johnsearcy.net

Los Angeles, CA

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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.
- Write engaging copy for all platforms that adheres to brand voice and best practices.
- Work closely with creative, strategy, production, and account teams.
- Deliver work and incorporate feedback on tight deadlines.
- Engage directly with clients to sell work through and manage expectations.
- Oversee Minecraft trailers from concepting through final delivery, heading up team of editors, game capture artists, composers, and more.
- 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 Minecraft, Xbox, Microsoft, 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.

Cornell University, Lecturer

2012–2014

- Designed and taught two English courses per semester.
- Provided extensive feedback on student writing, including essays and creative work.

Education

Cornell University, MFA in Creative Writing

Pomona College, BA in English

Magna Cum Laude, Phi Beta Kappa

Awards

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”)