

# DANIEL DAUPHIN

Chicago-Based Creative Director/Copywriter/Illustrator  
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## SUMMARY

Creative Director and award-winning copywriter with 15+ years shaping omnichannel platforms for major CPG brands. Known for elevating ideas, mentoring teams, and delivering Effie-recognized work that moves both consumers and business results. Equally comfortable in the pitch room, on set, or in the weeds with a script.

## BRAND EXPERIENCE

Ferrero Cookies • Ferrara Candy • Tyson Foods • Reckitt • Edgewell • John B. Sanfilippo & Son • Keurig Dr Pepper • Bulletproof • Farm Bureau Insurance • US Army

## CORE SKILLS

Copywriting • Concepting • Creative Direction • Scriptwriting • Illustration • Presentation Development • Voiceover • Team Leadership • Pitch Strategy

## AWARDS

**Gold Effie** — FLONASE Allergy Relief Product Launch — Tyson/Sam's Club Halloween Platform

**Bronze Effie** — Tyson Multi-Retailer Summer Platform

**Gold Horizon Interactive Award** — Keebler Fudge Stripe sELFie Studio

## WORK EXPERIENCE

AMP AGENCY — Creative Director

2020–Present

- Lead an 8-person team of art directors, copywriters, and freelancers across omnichannel, multi-retailer, and seasonal campaigns.
- Shape platform-level ideas from insight to execution, raising creative quality and strengthening client trust.
- Drive pitch-winning concepts that consistently contribute to account growth and expanded scopes.
- Direct large-scale photo productions (100K+ budgets) to ensure cohesive brand expression across every touchpoint.
- Partner with strategy to craft award-caliber case studies, submissions, and video narratives.

AMP AGENCY — Associate Creative Director

2017–2020

- Elevated creative output across CPG and retail accounts through tighter storytelling and stronger conceptual direction.

- Co-developed RFP responses that helped secure new business and deepen existing partnerships.
- Improved client communication by designing and leading feedback workshops that clarified expectations and accelerated alignment.

#### EPSILON — Sr. Copywriter / Associate Creative Director (Copy)

2014–2017

- Led rotating teams of art directors and writers across multi-retailer and omnichannel campaigns.
- Built the brand identity and full web presence for ReliOn, Walmart’s private-label diabetes brand.
- Shifted into research-driven content development for GSK Vaccines, translating complex science into consumer-friendly messaging.
- Produced long-form and short-form digital content, UX copy, and trade-show experiences.

#### MAD GENIUS — Senior Copywriter

2005–2013

- Wore every creative hat: scriptwriting, storyboarding, animatics, casting, and on-set direction for film, TV, and radio.
- Developed agency brand identity materials and promotional campaigns.
- Once drove two hours with a live alligator in the backseat of a Mazda3 for a shoot — because the idea demanded it.

### EDUCATION

MFA, Acting — University of Southern Mississippi

BA, Radio/TV/Film — University of South Alabama

### ADDITIONAL INFO

Effie Bootcamp Graduate, Effie Awards First-Round Judge (2019–Present)