

DANIEL DAUPHIN

Chicago-Based Creative Director/Copywriter/Illustrator
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SUMMARY

Award-winning Creative Director and Copywriter with a deep love of insight-driven strategy and 10+ years shaping omnichannel platforms for major CPG brands. Known for elevating ideas, mentoring teams, and delivering work that moves both consumers and business results. Equally comfortable in the pitch room, VO booth, on set, or in the weeds with a deck.

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 OTC Product Launch, (New Product/Service Introduction)

Silver Effie – Keebler Butterbeer Fudge Stripes (Commerce & Shopper Seasonal Event), Tyson/Sam's Club Halloween Platform (Multi-Retailer Program)

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)