

# DANIEL DAUPHIN

Creative Director/Copywriter

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## BRAND EXPERIENCE:

Ferrero Cookies, Ferrara Candy,  
Tyson Foods, Reckitt, Edgewell,  
Keurig Dr Pepper, Bulletproof,  
Farm Bureau Insurance,  
US Army

## EDUCATION:

University of  
Southern Mississippi  
2002-2005  
MFA, Acting  
University of South Alabama  
1994-1998  
BA, Radio/TV/Film

## SKILLS:

Copywriting  
Scriptwriting  
Creative Direction  
Illustration  
Presentation  
Voiceover

## AWARDS:

2016 Gold Effie FLONASE  
Allergy Relief  
2018 Gold Effie Tyson/Sam's  
Club Halloween Platform  
2019 Bronze Effie Tyson Multi-  
Retailer Summer Platform

## ADDITIONAL INFO:

Effie Awards first round judge  
2019-2023  
Attended Effie Bootcamp

## WORK:

### Advantage Unified Commerce Creative Director

2020 – Present

### Associate Creative Director

2017- 2020

- **Managed** a creative team of 8 art directors and copywriters, and freelancers across multi-retailer, omnichannel and seasonal campaigns
- **Enhanced** client communication through feedback workshops to guide the creative process
- **Developed** and **presented** RFP pitch responses as part of a team that repeatedly resulted in client growth
- **Coordinated** creative efforts on multiple 100K+ photoshoots
- **Collaborated** with strategists for Effie award submissions and video presentations
- **Served** as an Effie Awards first round judge every year since 2019

### Epsilon

### Sr Copywriter/Associate Creative Director – Copy

2014 – 2017

- **Managed** a rotating team of art directors and copywriters across multi-retailer, omnichannel, and seasonal campaigns
- **Developed** a ground-up brand identity and web content for ReliOn, a private label Walmart diabetes brand
- Pivoted to **research** and **create** consumer facing materials for GSK Vaccines
- **Generated** long form and short form web content as well as UX design
- **Created** the trade show presence for ReliOn

### Mad Genius

### Senior Copywriter

Jul 2005 - Dec 2013

- **Fulfilled** multiple creative roles including scriptwriting, storyboarding, animatic production, and casting for film, television, and radio projects
- **Crafted** agency brand identity promotional materials
- **Drove** 2 hours with a live alligator in the backseat of my Mazda3

*(Work experience prior to 2005 is available in quirky anecdote form)*