

DANIEL DAUPHIN

Chicago-Based Creative Director/Copywriter

312.882.7570

www.danieldauphin.com
dannyindeed@gmail.com

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
2024 Gold Hermes Keebler sELFie
Studio
2025 Platinum Hermes Award -
Ferrero Chase the Chocolate
Checkpoints

ADDITIONAL INFO:

Effie Awards first round judge
2019-2025
Attended Effie Bootcamp

WORK:

Advantage Unified Commerce

Associate Creative Director/Creative Director

2017- Present

- **Managed** a creative team of 8 art directors and copywriters, and freelancers across multi-retailer, omnichannel and seasonal campaigns
- **Supervised** the creation of engaging digital experiences including incorporation of AI and augmented reality features
- **Developed** guidelines and **maintained** brand identity and voice in the shopper space
- **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 cross-functional teams in strategy, web development, account, and media
- **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

- **Created** video and audio content for film, television, online video, and radio projects in roles ranging from scriptwriting, storyboarding, animatic production, casting, and performance..
- **Developed** agency brand voice, visual identity, guidelines, and 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)

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