

Charles Adam Pringle

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Profile

Senior copywriter and brand storyteller with deep experience translating complex product, data, and innovation stories into clear, emotionally resonant campaigns. I specialize in turning complex audience, product, and performance data into culturally fluent narratives for advertisers, agencies, and media brands. I've led award-winning brand work for The New York Times and helped drive a 122% increase in Epicurious app usage at Condé Nast through insight-led, member-centric ideas. I turn briefs into simple, human language across social, email, web, and performance channels that keep people engaged and coming back.



Experience

06/2016 – present

Freelance Copywriter & Brand Storyteller Pringle Dot NYC

Concept and write campaign platforms, brand stories, and social content for B2B and B2C clients and agencies including Digitas, IBM, Pentagram, Denomination, Landor, Red Peak, ThoughtMatter and others, adapting voice to each brand while keeping ideas sharp, human, and accessible.

Develop B2B and advertiser-facing content and sales-enablement collateral for enterprise clients, aligning messaging with product, partner, and revenue goals.

Collaborate with creative directors, designers, strategists, and producers to move work from brief and concept through production and final delivery across digital, print, experiential, and motion.

04/2024 – 08/2026

Senior Copywriter & Brand Voice Specialist Fifty Thousand Feet

Developed 360 concepts and copy for B2B clients in security, education, and innovation spaces, adapting big ideas across digital, email, social, experiential, and product UX so campaigns and rebrands felt connected and cohesive at every touchpoint.

Partnered with designers, producers, strategists, and product teams to ship high-impact launches from early concept through production and post, ensuring work stayed on brief, on brand, and finely crafted.

Mentored junior writers and helped define distinctive verbal identities that cut through crowded categories, building brand platforms that could stretch from manifestos and films to sales materials and always-on content.

11/2020 – 04/2024

Senior Copywriter & Brand Consultant Condé Nast

Originated integrated campaigns for Vogue, Vanity Fair, GQ, Bon Appétit, and Architectural Digest, building ideas that extended across digital, social, video, print, and branded content.

For Bon Appétit and Epicurious, interpreted performance and audience insights to identify emerging food and culture trends, then translated them into stories and campaigns that helped drive a 122% increase in Epicurious app usage through targeted, test-and-learn storytelling that turned culinary inspiration into daily habit.



Experience

Collaborated with cross-functional teams to align campaign narratives with product, subscription, and audience goals while translating audience data and content performance into compelling marketing stories.

04/2018 – 08/2019

Senior Copywriter & Brand Voice Specialist The New York Times

Served as creative lead for "The Truth Is Hard" brand platform across film, digital, social, and print, creating emotionally resonant copy that drove record subscription growth and global brand affinity.

Documented and evolved the brand's verbal identity through style guides and campaign frameworks, ensuring copy felt consistent and purposeful across marketing, editorial, and strategy teams.

Worked closely with creative leadership, directors, and producers to refine concepts from initial thought-starters to scripts, storyboards, and final assets, balancing bold, poetic ideas with clear, accessible messaging for broad audiences.

11/2011 – 06/2015

Senior Copywriter & Brand Voice Specialist mcgarrybowen

Led creative and editorial efforts for major clients including Verizon, launching the Powerful Answers campaign, and secured the winning pitch for Maserati by honing messaging tailored to luxury and tech audiences.

Produced diverse cross-channel content assets, collaborating closely with creative teams to build distinctive brand voices for high-visibility pitches and product launches.

Crafted compelling narratives and refined messaging strategies that aligned with client goals, enhancing brand impact across digital, print, and social media platforms.



Awards

Gold, Silver & Bronze Effies – "The Truth Is Hard" Campaign, The New York Times (2018)



Education

B.A., English & French Literature
Hampden-Sydney College



Skills

- Data-led storytelling for media and tech: Building narratives from audience metrics, behavioral trends, campaign performance, and historical data
- B2B and media-tech narratives: Advertisers, agencies, media owners, and enterprise partners
- Advanced AI and generative technology use in concepting and content development
- Premium and iconic brand communications
- Multichannel creative strategy (video, digital, print, social, experiential, CRM)
- Translating complex, technical, or product-focused topics into simple, engaging consumer language
- Cross-functional collaboration with design, production, product, and marketing teams
- Google Workspace; Microsoft Office; Figma; Adobe Creative Suite; Slack; Asana; ChatGPT and Firefly (for exploration, iteration, and concepting); Canva; Grammarly.