

Dear Google Staffing Team,

My work has always been about helping brands tell complicated stories simply, and making people actually want to read them.

At The New York Times, I was the lead copywriter on The Truth Is Hard, a campaign that ran across film, print, digital, and social during one of the most contested news cycles in recent memory. It helped push The Times past four million digital subscribers and earned Gold, Silver, and Bronze Effie Awards. The follow-up, The Truth Has a Voice, extended that platform into women's rights and underreported stories with the same directness.

At Intel, I developed One Brand. One Voice. All Intel., an enterprise-wide brand voice system covering consumer, B2B, and internal communications. At Verizon, I scripted brand films and wrote the voice guidelines that aligned copy across the organization. At Condé Nast, I ran integrated campaigns across Vogue, Vanity Fair, GQ, Bon Appétit, and Architectural Digest, and wrote the subscriber programs that drove a 122% increase in Epicurious app usage.

I'm drawn to this role because Google's creative challenges are ones I find genuinely interesting. How do you tell honest, human stories about products that are technically complex? How do you build trust through a brand voice when the stakes are high and the audience is everyone? That's the kind of work I've been doing, and the idea of pursuing it even further at Google is beyond exciting.

My portfolio is at pringle.nyc. I'd love to talk.

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