

# Chris McMahon



# C o p y w r i t e r

## EXPERIENCE

*Copywriter at BBDO New York* – January 2016 - Present

Creative special forces, brought in to bring cutting edge creative to accounts like Campbell's, EA, Snickers, AT&T, MtDew, M&Ms, and many, many more.

*Freelance Copywriter* – September 2015 - January 2016

Created original concepts for new business in a wide range of industries, including beverage and sportswear

*Copywriter at Crispin Porter + Bogusky* – October 2014 - September 2015

Wrote award-winning and industry-recognized social, television, radio, and print for a variety of clients, primarily Hotels.com and MetLife

## HONORS

- 2016 Shorty Award Winner - Best Use of Facebook
- 2016 One Show Finalist - Branded Social Post
- 2015 Mashies Winner - Best Use of Branded Video within Facebook
- 2016 VMX Award Winner - Best Creative In-Stream Ad
- Work covered in Adweek, Creativity, Mashable, and AgencySpy

## EDUCATION

*The Creative Circus, Atlanta, GA*

Copywriting, 9/2014

*Michigan State University, East Lansing, MI*

Advertising (Creative Specialization), Honors College, 12/2010

## SKILLS

- Totally have Microsoft Word, Excel, and PowerPoint figured out
- Lots of face time with Adobe Creative Suite, including Photoshop, InDesign, Illustrator, Premier, and After Effects
- Endless hours spent directing, shooting, and editing video
- Plays with HTML, CSS, and C++ (even made my own site)

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