

Chris McMahon



C o p y w r i t e r

EXPERIENCE

Senior Copywriter at BBDO New York – January 2016 - Present

Creative special forces, called in for cutting edge creative on Snickers, Campbell's, EA, AT&T, GE, 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 One Show, Bronze - Branded Social Post
- 2016 & 2017 Cannes Lions, Shortlist - Cyber
- 2018 FAB Awards - Gold x2
- 2016 Webby, Winner & Popular Winner - Native Advertising
- 2016 Shorty Awards, Winner - Best Use of Facebook
- 2016 Facebook Awards, Gold - Best Use of Platform
- 2015 Mashies, Winner - Best Use of Branded Video within Facebook
- 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

- Expertise in Microsoft Word, Excel, and PowerPoint figured out
- Extensive experience with Adobe Creative Suite
- Plays with HTML, CSS, and C++ (even made my own site)

www.passionissexy.com

989.941.1984