

© Christopher O'Donnell

Freelance Senior Copywriter

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QUALIFICATIONS

- Conceptually strong, consistently pushing the strategy for better results
- Proficient in all media
- Collaborative attitude and calm under tight deadlines
- A long list of award-winning work, including Caples, Hatch, One Show and NY Festivals
- Punchy one-offs to full campaigns

EXPERIENCE SINCE 2004

Freelance Senior Copywriter • Contract • 2020—present

Contracted by agencies and in-house to develop branded content and strategy for B2B and B2C clients. Execute breakthrough creative across all platforms including TV and video scripts, digital and print ads, interviews, blogs and social posts, radio and collateral.

Senior Copywriter • Thompson Habib Denison • 2018—2020

Created and executed successful digital and print fundraising campaigns for USO, Feeding America, AutismSpeaks and Operation Homefront. Partnered with team members on breakthrough strategies to increase company revenue and increase wins.

Senior Copywriter • MullenLowe, Boston • 2011—2017

Created results-driven ads and immersive user experiences for Google, MassMutual Insurance, FAGE Yogurt, USAA Insurance, GM Fleet & Commercial and U.S. Cellular.

Senior Copywriter • Digitas, Boston • 2004—2010

Lead writer on GMC, Ally Bank, Stop & Shop, OnStar and Comcast. Created award-winning product placement for GMC on CBS Survivor, CSI: and The Amazing Race.

ADDITIONAL EXPERIENCE

Previous senior creative positions at Mullen (Wenham) and Hill Holiday.

EDUCATION

University of Colorado, Boulder English
Literature, Marketing.