



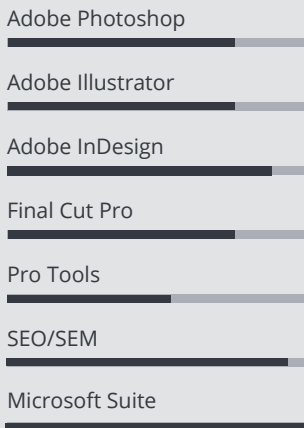
copywriter

PROFILE

Detail-orientated, creative copywriter, content creator, editor, and pop culture enthusiast with 5+ years of proven advertising agency experience. Expertise in social engagement, new business pitching, headline writing, and pouring the perfect espresso.

Interested in seeing some writing samples? Check out my digital portfolio at christopherdalton.com.

SKILLS



INTERESTS



WORK EXPERIENCE

FREELANCE COPYWRITER / 2018-Present

- **Peloton - New York** (social and digital acquisition for Bike, Bike+, and Tread)
- **Tribal Worldwide - New York** (social and digital for Nexium 24HR)
- **Laundry Service - Brooklyn** (social for High Ridge Brands and New Business)
- **Havas - New York** (social and digital for Keurig and Rite Aid Pharmacy)
- **Byte - New York** (social and digital for Spotify #2018Wrapped)
- **Rauxa - New York** (direct mail and digital for Verizon and BlueCross BlueShield)
- **theAudience - New York** (social for Supercuts MLB All-Star Week)
- **Y&R - New York** (social and digital for Office Depot/OfficeMax)

BRAND COPYWRITER / 2017 - 2018

Time Magazine - New York

Developed new marketing creative for high value customer acquisitions, upsells, and activations across all Time Magazine titles.

DIGITAL COPYWRITER / 2016 - 2017

Universal McCann - New York

Executed Hershey's Kisses social media campaigns and created new addressable programmatic content for Listerine, Johnson & Johnson, RoC, OGX.

JUNIOR COPYWRITER 2015 - 2016

Publicis North America - New York

As a member of the P&G Homecare (Dawn, Cascade, Swiffer) A.O.R., I did a little bit of everything: print, tv, video, digital, social, email, website, in-store, OOH.

COPYWRITER (INTERN) / Summer 2015

R/GA - New York

Participated in new business pitches and produced social and digital creative for Samsung USA and Google OnHub.



EDUCATION

UNIVERSITY OF WISCONSIN

Madison, WI

Bachelor of Arts - Double Major: History and Communication Arts

CHICAGO PORTFOLIO SCHOOL

Chicago, IL

Advertising Program - Copywriting

SECOND CITY

Chicago, IL

Comedy Writing & Improv