

# ANDREW BARR, COPYWRITER



DIGITS: 971.506.5054

E-MAIL: barrbuda@gmail

FWEBSITE: andrewibarr.com

## MIND

### **The Creative Circus - Atlanta, GA (2010-2012)**

Copywriting Certificate: concepting, copywriting and producing all forms of media; Headlines, Art Direction for Copywriters, Strategy; Teams (with AD/D); Adobe Id, Ps, Ae; presentation, pitching

### **Portland State University - Portland, OR (2008-2009)**

AAF National Student Advertising Competition (9th Nationally), Piano, Improv, Biology, Ecology

### **University of Oregon - Eugene, OR (1999-2004)**

BA&S; Honors College; Academic full-ride: Biology, Advertising, Copywriting, Anthropology, Drawing for Media, Animal Behavior, Chemistry, Physics, Spanish, History, Literature, Wilderness Survival

## WORK

### **Freelance - Boston, MA (January 2020 - Present)**

Hidden Richard: e-commerce copy and concepts for apparel start-up; C4 Energy Drinks: social video concepts, product copy; Lake Music Center: CD/copywriter for music shop rebrand

### **Zipcar - Boston, MA (October 2018 - December 2019)**

*Copywriter:* freelance to sole copywriter for digital campaigns, social, email, print, radio, website, billboard; brand guide; partner media; cross-functional teamwork in small, fast-paced marketing environment

### **Fasten - Boston, MA (April 2016 - April 2018)**

*Copywriter, ACD:* ride-share start-up (like Uber, only not evil) tagline, motto, brand guide, website; all ads including radio, outdoor, social, ambient, print, promo materials; social content, email, blog, SEO, you name it

### **Full Contact - Boston, MA (November 2013 - November 2014)**

*Jr. Copywriter:* voice talent selection and direction; digital, social, print, POP, radio, DM, site, billboards and more for: pizza, convenience store and sandwich chains, auto insurance, hospital, PSA and Pumpkin Masters

### **CTP - Boston, MA (September 2013 - November 2013)**

*Copywriter Temp:* Red Sox, E.B. Horn (jeweler), Breeders' Cup and the occasional beer and snack run

### **Lowe Campbell Ewald - Detroit, MI (June 2013 - August 2013)**

*Copywriter:* mobile concepts for Cadillac; sole writer in digital and social squad for USAA, FSA, US Navy and Chicken of the Sea; TurboTax concepting; overseeing and directing interns

### **Breakaway Innovation Group - Boston, MA (April 2013 - May 2013)**

*Freelance Copywriter:* writing and developing identity for VC; new market branding; naming

### **Doner - Detroit, MI (November 2012 - March 2013)**

*Jr. Copywriter:* writing and studio direction for commercials and case studies; social media competition creation; copywriting for auto, auto parts, a zoo, orange juice and hotels

## WINS

### **Atlanta ADDY Awards**

Beerticks - 2012, Student Silver for Mixed Media

### **The Center Ring**

Aviva, Swear to Save - 2012, Interactive Gold

PETA, Horses - 2012, Advertising Silver

& Rice - 2012, Advertising Silver

### **The Creative Circus Normy's**

Planned Parenthood - 2012: Student Choice for Copywriting, Best Copywriting, Advertising Silver

Beerticks - Summer 2011: Best of Show, Best Concept, Advertising Gold,

Student Choice for Big Idea, Best Art Direction, Design Gold