

ANDREW BARR, COPYWRITER



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MIND

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

Copywriting Certificate: concepting, copywriting, and producing all forms of media; Strategy, Headlines, Art Direction; Teams; Radio; packaging; 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

Keurig Dr Pepper (KDP) - Boston, MA (September 2021 - May 2022)

Contractor for their in-house agency, Liquid Sunshine: working with multiple creative teams to support 20+ hot and cold beverage brands with copywriting across digital media, packaging, POP, and more

Freelance - Boston, MA (January 2020 - Present)

Hidden Richard: strategy, tone, video ads for apparel start-up
C4 Energy Drinks: social video concepts, product copy
Lake Music Center: CD/copy 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

Creative Circus Awards

Planned Parenthood - 2012: Best Copywriting, Advertising Gold
Aviva, Swear to Save - 2012: Interactive Gold
PETA - 2012: Advertising Silver
Beerticks - 2011: Best of Show, Best Concept, Big Idea, Advertising Gold