

Seth DeCroce Copywriter & Brand Developer

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EXPERIENCE

Deutsch Inc., New York, NY

Associate Creative Director / Copy (Freelance) | 8.10 – 10.10
Leading content and copy development for an Alzheimer's treatment and support program for Novartis—site build, branded/unbranded online ad unit and email campaign.

Publicis Modem, New York, NY

Senior Copywriter (Freelance) | 3.10 – 5.10
Managed online copy development for Sanofi Pasteur, including Menactra (direct to physician / consumer), Adacel (direct to physician / consumer) and VaccineShoppe.com.

TBWA\Chiat\Day, New York, NY

Sr. Copywriter & Brand Consultant (Freelance) | 7.09 – 03.10
Developed an integrated user experience for OpenSkies, a division of British Airways. Led concept and copy development for an integrated sweepstakes campaign for Snickers.

Green Team, New York, NY

Sr. Copywriter & Brand Consultant (Freelance) | 1.10 – 2.10
Named a sustainability brand platform for a global health & wellness brand.

Freedom+Partners, Brooklyn, NY

Sr. Copywriter & Brand Consultant (Freelance) | 1.10 – 2.10
Developed the brand platform for Pushkart, a first-of-its-kind social media retail application (POP/mobile/web).

Kaplan Thaler Group, New York, NY

Sr. Copywriter (Freelance) | 8.09 – 12.09
Led digital concept and copy development for Wendy's, and a new women's lifestyle drug and sexual health campaign.

Renegade, New York, NY

Sr. Copywriter (Freelance) | 5.09 – 7.09
Led brand and copy development for a new premium shot drink—including branded site, mobile apps and augmented reality.

VML, New York, NY

Sr. Copywriter (Freelance) | 2.08 – 6.09
Led integrated concept development for Accenture and CRM development for SAP Business ByDesign.

Saatchi & Saatchi Healthcare, New York, NY

Sr. Copywriter (Freelance) | 7.08 – 5.09
Led copy and concept development for MULTAQ's branded site. Led copy development for MoveOverMS (unbranded site/magazine). Provided regulatory oversight for the new branded and unbranded websites for Eloxatin.

Saatchi & Saatchi, New York, NY

Sr. Copywriter (Freelance) | 2.08 – 12.08
Led brand voice and copy development for the State of New York's *I Love New York* campaign and collateral material.

FutureBrand, New York, NY

Sr. Copywriter & Brand Consultant (Freelance) | 9.07 – 1.09
Led brand voice, tagline and copy development for Johnson & Johnson, LifeMasters and TowerGroup (a subsidiary of MasterCard Worldwide).

Euro RSCG, New York, NY

Sr. Copywriter (Freelance) | 10.07 – 9.08
Led pitch development for Comcast, Hyatt and an anti-nausea medication for chemotherapy patients.

Beyond Interactive, New York, NY

Sr. Copywriter (Freelance) | 4.08 – 6.08
Led online banner development for Hasbro (Scrabble / Noodleboro / Cosmic Keepaway).

EXPERIENCE (CONTINUED)

ESI Design, New York, NY

Sr. Copywriter & Brand Consultant (Freelance) | 6.07 – 10.07
Defined the ESI brand and how it's communicated throughout its print and online collateral system.

DRAFTFCB Worldwide, New York, NY

Sr. Copywriter (Freelance) | 5.06 – 5.07
Led concept and copy development for Motorola, Roche Pharmaceuticals, Cord Blood Registry and the Office of National Drug Control Policy.

Creative Priority, New York, NY

Sr. Copywriter (Freelance) | 10.05 – 5.06
Led concept and copy development for ING Direct.

DDB Worldwide, New York, NY

Sr. Copywriter (Freelance) | 8.05 – 10.05
Led online concept and copy development for Knorr Foods, Lipton Iced Tea, L.L.Bean, The American Stock Exchange and Hertz.

Digitas, New York, NY

Sr. Copywriter (Freelance) | 5.05 – 7.05
Led online copy development for the merchant-facing portion of American Express.

MRM Partners, New York, NY

Sr. Copywriter (Freelance) | 9.04 – 5.05
Led the creative development for a series of interactive campaigns for Nikon, MasterCard, Avaya and Wendy's.

Young & Rubicam Brands, New York, NY

Sr. Copywriter (Freelance) | 1.05 – 2.05
Developed a print and online campaign for Microsoft Learning for IT professionals. Received Y&R's Creative of the Month award.

OgilvyInteractive Worldwide, New York, NY

Sr. Copywriter (Freelance) | 5.04 – 10.04
Led copy development for Linksys and Cisco Systems. Created an online student loan division for a Fortune 500 investment firm. Developed the Homeland Security portion of Dupont's corporate website.

Grey Direct, New York, NY

Sr. Copywriter (Freelance) | 1.04 – 5.04
Led the creative development for a series of online, print, TV, and point-of-purchase campaigns for Adobe Systems and Circuit City.

Tekserve Corporation, New York, NY

Sr. Copywriter (Freelance) | 3.03 – 8.03
Developed and implemented the brand voice for Tekserve.com.

TMP Worldwide, New York, NY

Copywriter | 3.01 – 10.01
Online creative development for Bank of America, Holiday Inn, Holiday Inn Express, iVillage, Monster.com, Terminix, and VISA.

Quidnunc, New York, NY

Copywriter | 10.99 – 1.01
Brand voice and copy development for Cygnifi.com (JP Morgan), Lease.com and ClubMom.

Interbrand, New York, NY

Staff Writer | 8.98 – 10.99
Lead writer: client presentations, brand audits, brochures, newsletters and case studies.

EDUCATION

Bennington College, Bennington, VT

Bachelor of Arts Degree – Creative Writing & Media Studies.