

# Seth DeCroce Transmedia Copywriter & Brand Developer

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## EXPERIENCE

### **Profero**, New York, NY

Transmedia Strategist & Copywriter (Freelance) | 2.12 – Present  
Creating an engaging cross-platform narrative experience to generate new paid subscribers to a leading global news source (client confidential pre-launch).

### **Capture**, New York, NY

Sr. Copywriter (Freelance) | 7.11 – 1.12  
Led brand positioning, nomenclature and copy development for a first-of-its-kind iReporter mobile app.

### **Alexander Interactive**, New York, NY

Sr. Copywriter & Content Strategist (Freelance) | 3.11 – 11.11  
Led content strategy and copy development for Lowes.com and the upcoming Lesters.com e-commerce site.

### **Publicis Modem**, New York, NY

Sr. Copywriter/Transmedia Consultant (Freelance) | 3.10 – 5.11  
Led transmedia campaign development for Citibank, and online campaign development for sanofi pasteur – Adacel (direct to physician) Menactra (direct to physician) & VaccineShoppe.com.

### **Deutsch Inc.**, New York, NY

Associate Creative Director / Copy (Freelance) | 8.10 – 10.10  
Led content and copy development for an Alzheimer's treatment and support program for Novartis—site build, branded/unbranded online ad units and email campaign. Developed microsite concept and banner campaign for PNC Bank.

### **Funktion Studios**, Metuchen, NJ

Creative Director (Freelance) | 12.04 – 8.10  
Led content strategy for Dubsport Music Production and DJ School. Led copy and content strategy for Hilton Woodbridge.

### **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.

### **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).

### **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.

## EXPERIENCE (CONTINUED)

### **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).

### **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.

### **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 online student loan division for a Fortune 500 investment firm. Developed Homeland Security portion of Dupont's website.

### **Grey Direct**, New York, NY

Sr. Copywriter (Freelance) | 1.04 – 5.04  
Led the creative development for a series of online, print, and direct mail campaigns for Adobe Systems.

### **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.