

Seth DeCroce Copywriter

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EXPERIENCE

Saatchi & Saatchi, New York, NY

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

Saatchi & Saatchi Healthcare, New York, NY

Sr. Copywriter (Contractor) | 7.08 – Present
Leading copy development for an unbranded website for Acorda (designed to help people with multiple sclerosis work around their condition). Copy development and regulatory oversight for the new branded and unbranded websites for Eloxatin (colon & rectal cancer drug).

FutureBrand, New York, NY

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

Euro RSCG, New York, NY

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

Beyond Interaction, New York, NY

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

Meetup, New York, NY

Sr. Copywriter (Contractor) | 2.08 – 5.08
Led brand voice and copy development for Meetup and its online communications.

VML, New York, NY

Sr. Copywriter (Contractor) | 2.08 – 3.08
Led copy development for an online and DM campaign for SAP Business ByDesign.

ESI Design, New York, NY

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

DRAFTFCB Worldwide, New York, NY

Sr. Copywriter (Contractor) | 5.06 – 5.07
Led the development of online marketing initiatives for Motorola, Roche Pharmaceuticals, Cord Blood Registry and the Office of National Drug Control Policy.

Creative Priority, New York, NY

Sr. Copywriter (Contractor) | 10.05 – 5.06
Led concept and copy development for online marketing initiatives for ING Direct.

Campfire Media, New York, NY

Sr. Copywriter (Contractor) | 3.06 – 3.06
Led copy development for an online campaign supporting the release of DreamWorks' motion picture *Over the Hedge*.

Court TV, New York, NY

Sr. Copywriter (Contractor) | 2.06 – 2.06
Led concept and copy development for Court TV's brand billboard and trade show materials.

EXPERIENCE (CONTINUED)

DDB Worldwide, New York, NY

Sr. Copywriter (Contractor) | 8.05 – 10.05
Led concept development for the interactive division of the agency. Provided copy and content strategy for Knorr Foods, as well as integrated campaigns for Lipton Iced Tea, L.L.Bean, The American Stock Exchange and Hertz.

Digitas LLC, New York, NY

Sr. Copywriter (Contractor) | 5.05 – 7.05
Led online copy development for the merchant-facing portion of American Express. Assisted in developing the brand voice for Ameriprise Financial.

MRM Partners, New York, NY

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

Grey Direct, New York, NY

Sr. Copywriter (Contractor) | 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.

Groupe L'Oréal, New York, NY

Sr. Copywriter (Contractor) | 8.03 – 1.04
Developed the tone of voice for the SoftSheen-Carson hair care product line.

Tekserve Corporation, New York, NY

Sr. Copywriter (Contractor) | 3.03 – 8.03
Brand voice and copy development for the corporate website.

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, Marketboy, ClubMom, and MTV Europe.

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
6.98
Bachelor of Arts Degree, Creative Writing & Media Studies.