

# Billy D'Ambrosio

Copywriter/Creative Director

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*I'm a multi-channel creative who strives to craft the smartest, most compelling work.*

## **FREELANCE COPYWRITER/CREATIVE DIRECTOR - 2014 to Present**

Agencies: McCann, FCB, JWT, VaynerMedia, Arnold, Digitas, Darling, Rain, Heartbeat Health, FCB Health, Area 23, Intersport

## **HAVAS - ASSOCIATE CREATIVE DIRECTOR - 2012 to 2014**

Charles Schwab, optionsXpress, PayPal, Dos Equis, Exxon, Lysol, New York Life, New York Stock Exchange

## **FREELANCE CREATIVE DIRECTOR/ACD/COPYWRITER - 2002 to 2012**

Agencies: Euro RSCG, Arnell, Hill Holliday NY, Ogilvy, Wunderman, Digitas, Rapp, FCB, TBWA\Chiat\Day

## **GLASS McCLURE - CREATIVE DIRECTOR - 2000 to 2002**

Papa Murphy's Pizza, Amtrak California, Golden 1 Credit Union, Sizzler, California Boating, Sutter Health

## **REALITY TV WRITER/PRODUCER - 1997 to 2000**

Moment of Impact: Inside A Crash (Fox TV), AXN-TV (Fox TV), Ripley's Believe It or Not (TBS)

## **FREELANCE SR. COPYWRITER - 1997 to 2000**

Agencies: McCann/LA, Bert Berdis/LA

## **DMB&B - SR. COPYWRITER - 1996 to 1997**

Crest, Citizen Watch

## **FREELANCE SR. COPYWRITER - 1994 to 1996**

Agencies: McCann, FSB Urban, Bert Berdis

## **CAMPBELL MITHUN NY - ASSOCIATE CREATIVE DIRECTOR - 1992 to 1994**

Texaco, Havoline, Country Pride, Manischewitz

## **DMB&B - SR. COPYWRITER - 1985 to 1992**

Burger King, Crest, Maxwell House, Clearasil, Scope, Major League Baseball

## **AWARDS**

ADDYs (National, New York, Northern California) ANDYs, Art Directors Club, Clios, Cannes, Gold Effies, Interactive Media, London International, New York Festivals, OBIE

## **SPECIAL SKILLS**

- Works really well with others, especially with demanding clients
- Has been called a relentless idea machine, in a good way
- Always laser-focused on solving the deep, underlying business problem
- An empathetic creative leader who works for his team, not the other way around
- Loves the challenge and competitiveness of winning new business

## **EXPERIENCE BY CATEGORY**

### **Financial**

American Express, Charles Schwab, Chase, Citibank, Golden 1 Credit Union, John Hancock, MasterCard, Morgan Stanley, New York Life, New York Stock Exchange, optionsXpress, PayPal, State Street Global Advisors, T. Rowe Price, TD Ameritrade

### **Technology**

AOL, Dell, Epson, HP, IBM, Lenovo, Rimini Street

### **Communications**

AT&T, Comcast, Nextel, Verizon, Vonage

### **CPG**

Clearasil, Crest, Lysol, Scope

### **Pharma/Wellness**

Bayer (DTC), Galleri (DTC), Jardiance (HCP), Livio AI (DTC), Respimat (DTC, HCP), Spiriva (DTC, HCP), Stiolto (DTC), Humana, Molina Health, Novant Health, Sutter Health, UnitedHealthcare

### **Sports**

D'Funkd, Major League Baseball, NBA Apparel, NFL Apparel, Reebok

### **Beer/Liquor/Food**

Dos Equis, Johnnie Walker, Miller Genuine Draft, Miller Lite, Balance Bar, Country Pride Chicken, Manischewitz, Maxwell House

### **Automotive**

Mercedes-Benz, Exxon, Havoline Motor Oil, STP, Texaco

### **Dining**

Burger King, McDonald's, Papa Murphy's Pizza, Pizza Hut, Sizzler, Wendy's

### **Government Agencies**

FDA Adult Quit Smoking, ONDCP Anti-Drug, California Boating

### **Misc.**

Lowe's, UPS, DHL, Mercari, Amtrak, Gold's Gym, Citizen Watch