

MONICA SAGOWITZ

COPYWRITER

About	Word Jedi.
Experience	<p>Freelancer, Remote/ PDX - 2020-Current Clients: TBWA/ Chiat Day: Almond Breeze, Adam&EveDDB: Peloton, MillerCoors, Pepsi Co. Started remote work before remote work was cool when I moved into a self-converted cargo van and called it an office. Now I work/live on the grid, making great work with good people across digital, commercial and integrated media projects.</p> <p>Copywriter, Adam&EveDDB: New York City, NY – 2018-2020 Clients: Samsung, Facebook, Jim Beam, Muscle Milk, Bulldog Skincare. One of the first creative hires for the New York office of Campaign's Agency of the Decade. I pitched heaps of new biz, then gave those new clients the "big-idea-thinking" they needed. Ultimately I made great work with great people.</p> <p>Copywriter, Anomaly NY: New York City, NY – 2017-2018 Clients: Panera, Hershey's (Jolly Rancher, Kit Kat, Reese's), Campbells (V8). Earned the reputation of being a go-to for going above and beyond. I wrote for comedic brand voices, sincere brand voices, and many brand voices in between to deliver work in both traditional and new media forms. Even won Employee of the month and got my picture on the wall.</p> <p>Jr. Copywriter, Writing Intern, Carrot Creative, A Vice Company: Brooklyn, NY – 2015-2017 Clients: Cole Haan, Netflix, Chipotle, NBC, Carl's Jr. Originally just the summer intern, but quickly promoted to the junior level. Became learned in the fundamental arts of advertising, including my first of many email campaigns, content calendars, websites, digital displays and activations.</p> <p>Marketing Summer Intern, Live Nation: LA – 2012 Hired in the Sponsorship Department to help create memorable branded moments at Live Nation events. Didn't see as many celebrities as I hoped, but did assist with market research, new client outreach and recap presentations of successful sponsorships.</p>
Education	<p>University of Oregon: Eugene, OR – B.S. Advertising 2015 Upright Citizen Brigade, NY, NY – Comedy Sketch Writing 2017 & 2018 Universiteit van Amsterdam: Netherlands – Business/ Economics Study Abroad Program 2013</p>
Awards	<p>Effie Gold Media Idea: Jolly Rancher "Keep on Sucking" Campaign One Show, Young Ones Merit Award: "Google Sex Ed" Project NSAC National Champion 2015: "Pizza Hut, Together Happens" Campaign</p>
Skills	<p>Integrated Campaigns, TVC, OLV, OOH, POS, LOLs. Email Newsletters, Digital Banners,, Experiential Activations, PR Stunts, Action Stunts (including big kicks), Influencer Marketing, Blog Posts, Social Posts, Digital/Social Campaigns Website Copy, App Concepts, Pitch Presentations and Fun Resumés.</p>