

# Daniel Kleinman Brand Copy Lead/Associate Creative Director

Phone: (917) 459 6366

Website: daniel-kleinman.squarespace.com E-Mail: dan.kleinman87@gmail.com

## OVERVIEW

Brand builder. Tone of voice maestro. Captain of conversion. I lay the tactical foundation for effective brand marketing and bring its identity to life across every vertical. Self described "culture beast."

## EXPERIENCE

*Freelance Brand Copy Lead/ACD Dapper Dan New Media, New York, NY*

*January 2023 - Present*

- **Clients:** Every Man Jack, Handspring Mental Health, IZOD, Van Heusen, Speedo
- Cooked up fresh TV scripts for Every Man Jack.
- Sprinkled campaign tone of voice throughout Every Man Jack's digital ecosystem.
- Crafted supporting SEO driven long form content resulting in a 22% site traffic lift.
- Rolled out Handspring and Freehand web copy for the company MVP.

*Brand Copy Lead/ACD Fuzzy Pet Health, San Francisco, CA & New York, NY*

*January 2022 - January 2023*

- Single-handedly wrote the Fuzzy Brand Bible and writing mechanics documents.
- Honed the brand tone of voice through A/B testing to boost email open rate over 400%.
- Directed a three-spot national television campaign along with creative partner Circus Maximus.
- Oversaw and executed all copy iterations across brand, growth, retention, content, social, and product channels.
- Created scalable documents and hosted lunch and learn sessions to teach the entire org how to "Write Like Fuzzy."

*Senior Copywriter, Better.com, New York, NY*

*January 2021 - January 2022*

- Shaped brand tone of voice and language systems for maximum punch and conversion.
- Self started and executed 360 campaigns, including the "Ready. Set. Refi." campaign.
- Write long form content marketing pieces relaying complex financial concepts in an accessible brand tone.
- Steered team of writers in developing compelling, conversion driven copy.

*Copy Supervisor, Saatchi Wellness, New York, NY*

*October 2018 - December 2019*

- **Clients:** Metamucil, Pepto Bismol, Align Probiotics, DayQuil/NyQuil, Vicks
- Created one-off and campaign work for multiple products and sub-labels during creative sprints.
- Remote managed team of digital creatives.
- Took ownership of television, out of home, and 360 campaign creation from concept to roll-out.

*Senior Copywriter, Publicis, New York, NY*

*February 2016 - October 2018*

- **Clients:** Citi, Citigold, Cadillac
- **Awards:** An Effie for the Means What It Says Campaign, a Midas and a Pearl Award for the Taste of the Nation activation.
- Spearhead development of digital and on the ground campaigns, including 360 video and interactive art installations.
- Created stimulating video content in-house and with major media partners.

*Copywriter, Erwin Penland, New York, NY*

*June 2015 - January 2016*

- Clients: Verizon B2B, Pilot/Flying J

*Copywriter/Account Manager, We Are Social,*

*New York, NY May 2014 - June 2015*

- Clients: Heineken, Nat Geo Channel, Nat Geo Wild, IZOD, Van Heusen

## AWARDS/ACCOMPLISHMENTS

- Won an Effie Award for work on the Means What it Says campaign.
- Launched first of its kind digital video campaign for Citigold.
- Championed #GiveAShirt philanthropic digital campaign, which netted 12k clothing donations and 98MM impressions for Van Heusen.

## EDUCATION

Allegheny College, Meadville, PA Fall 2005 - Spring 2009

Bachelor of Arts in English

## SKILLS

- Certification in web design Parsons New School.
- Figma and Adobe Suite.
- Keynote and PowerPoint.

## INTERESTS

Love Island conspiracy theorist, motorcycle rider, trivia buff, chef, fire escape horticulturalist, brew master of Urban Viking Meadery, and headbanger.