



# DESMOND CHAN

718-360-6517  
www.desmondchan.org

## Freelance Copywriter

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### **Seiden Advertising**

*Clients: New York Presbyterian*

Worked on and sold through a TV and digital spot + Print and OOH units

### **Berlin Cameron**

*Clients: Capital One*

Worked on and sold an experiential idea that became a 360-campaign

Helped launch a user-generated social campaign

### **McCann Erickson New York**

*Clients: Microsoft, New York Lottery, NY&Co + New Business*

Worked on TV, OOH, Stunts, Print and Social

### **J. Walter Thompson New York (JWT)**

*Clients: Puma, Schick, Listerine, Nestle + Macy's*

Worked on TV, OOH, Stunts, Online Video Content, an App + Print

### **Likeable Media**

*Clients: Ad Council "Stop the Texts. Stop the Wrecks.", + Apple and Eve*

### **Kickstarter Campaign for Daredevil Dogs**

Successfully raised \$11,000 and developed a voice and story for the brand

## Marketing Associate/Copywriter at ReSource Pro

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Conceptualized and storyboarded teaser videos for client events. Then screened, hired and worked with freelance artists to produce them

Worked on the development of a game that would attract younger talent to insurance  
Responsible for how it would look, feel, say and be played

## Education

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BBA in Advertising and Marketing at Baruch, Zicklin School of Business