



# DESMOND CHAN

718-360-6517

[www.desmondchan.org](http://www.desmondchan.org)

## Freelance Copywriter

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### 1000 Heads, Sennheiser + Creative Consulting for a Startup

Worked on Social and Online Video Content

### 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 and awards

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BBA in Marketing at Baruch, Zicklin School of Business

Recipient of a scholarship given by Ex-CCO of Saatchi and Saatchi NY for demonstrating the most creativity, passion and promise of future growth

Winner of the 2015 Big Ad Gig competition. Presented campaign to top execs from Ogilvy, JWT, Crispin Porter, Deutsch, Atmosphere BBDO and was selected a winner

## Skills

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Adobe Photoshop, Illustrator, InDesign, CSS, HTML, Wordpress, Google Analytics, Google + Bing Webmaster tools, SEO, Schema Markup