DESMOND CHAN

718-360-6517
www.desmondchan.org

Freelance Copywriter

Critical Mass
Clients: Citibank
Worked directly with the client, on-site, to help them with their digital projects

Mekanism
Clients: Ben & Jerry's
Lead creative development for social and stunt ideas

Seiden Advertising
Clients: New York Presbyterian
Convinced client to double their budget and produce an unplanned TV and digital spot
Also produced radio, print, and OOH units

Berlin Cameron
Clients: Capital One
Sold through a 360-campaign + produced video spots to help launch a social campaign

McCann Erickson New York
Clients: Microsoft, New York Lottery, NY&Co + New Business
Worked on TV, OOH, Stunts, Print and Social
Involved in a pitch where the client locked us in a room and gave us 2 hours to come up with ideas and executions for a hypothetical problem

J. Walter Thompson New York (JWT)
Clients: Puma, Schick, Listerine, Nestle + Macy's
Worked on TV, OOH, Stunts, Online Video Content, an App + Print

Marketing Associate/Copywriter at ReSource Pro

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

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