

# john friedman

creative director  
copywriter

## work things

### **FREELANCE CD** | REMOTE

TBWA\Chiat\Day LA

Ogilvy NYC

Cutwater

Mekanism

Dentsu

Bolt Checkout (in-house)

Gainsight (in-house)

Solv Wellness (in-house)

### **TERRI & SANDY** | NYC

Associate Creative Director

### **215 MCCANN** | SF

Senior Creative

### **MIAMI AD SCHOOL** | SF

Instructor 2019

### **ELEVEN** | SF

Associate Creative Director

### **AKQA** | DC

Copywriter

### **PLANIT** | BALTIMORE

Copywriter

### **WUNDERMAN** | DC

Copywriter

## smart things

### **SYRACUSE UNIVERSITY**

S.I. Newhouse School

BS Advertising & English

*Magna Cum Laude*

## me things

### **JOHNDFRIEDMAN.COM**

john.david.friedman@gmail.com

585-469-4283

*I'm an award-winning copywriter with 13+ years of experience. My work has been recognized by Cannes, D&AD, Effie, One Show, and Webby's to name a few. I've worked for clients in tech, financial services, gaming, CPG, automotive, healthcare, pet-care, education, and retail. I love coming up with ideas that use technology in new ways, mentoring teams, laughing on the job, and all things jazz. I also own an Internet-famous cat. Check him out on the Gram and TikTok.*

## shiny things

**2023 EFFIE** | Renaissance | Silver

**2021 D&AD** | Audio Innovation | Graphite Pencil

**2021 WEBBYS** | Best Launch | People's Choice

**2021 EFFIE** | Engaged Community | Silver

**2021 EFFIE** | Gaming & Esports | Bronze

**2021 ANDYS** | Craft | Gold

**2021 CANNES LIONS** | Digital Craft | Shortlist

**2021 ONE SHOW** | Innovation in Integrated | Merit

**2021 CLIOS** | Audio Craft | Gold

**2021 CLIOS** | Social Media Craft | Silver

**2021 CLIOS** | Integrated Campaign | Silver

**2021 CLIOS** | Film | Bronze

**2019 D&AD** | Use of TV | Wood Pencil

**2019 EFFIE** | Software & Apps | Silver

**2019 ONE SHOW** | Film Innovation | Merit

**2019 ONE SHOW** | Real-time Data | Merit

**2018 CANNES LIONS** | Creative Data | Gold

**2018 CANNES LIONS** | Digital Craft | Silver

**2018 ADAGE** | Best B2B Campaign | Gold

**2018 LIA** | Creative Data | Finalist

**DISTRICT 2 ADDY AWARDS** | Silver x2

# john friedman

creative director  
copywriter

## brand things

### TECH

Google  
IBM  
LinkedIn  
Samsung  
Verizon  
Gainsight

### HEALTHCARE

Dignity Health  
Abbott  
SOLV Wellness  
AZO Women's Health  
POGO Automatic  
Transitions Lenses  
Abilify Maintena

### CPG & RETAIL

Walmart  
Ferrero Rocher  
Kraken Rum  
Oakley  
Brooks Brothers  
Gap  
Under Armour  
Craftsman  
Dewalt

### AUTOMOTIVE

Volkswagen  
Virginia Tire & Auto

### EDUCATION & LIFESTYLE

Western Governors University  
Rosetta Stone  
AARP  
Helix DNA

### GAMING & ENTERTAINMENT

Xbox  
Ubisoft  
Bethesda Softworks  
Paramount Pictures  
Supercell

### FINANCIAL SERVICES

T. Rowe Price  
Kabbage  
Bolt Checkout  
Bay Bank

### PETS

Purina  
Arm & Hammer  
9 Lives  
Hartz Pets  
Acana  
Stainmaster  
Zoetis  
Trupanion

### HOSPITALITY & TOURISM

Marriott  
Rockefeller Center

### AGRICULTURE & CONSTRUCTION

Challenger Tractors  
Royal Building Products  
AGCO  
BHS Corrugated