

Christi Sears Herrington

FREELANCE SENIOR COPYWRITER/CREATIVE

Remote

herrington.christi@gmail.com

512-663-5495 office

Experience

Senior Copywriter

Remote

Jan 2021 - Present

Freelance

Clients include:

- Sherry Matthews Advocacy Marketing
- Dell Technologies
- TimelyCare MD

Senior Copywriter, Global Campaigns Team

Austin

Sep 2017 - Jan 2021

Dell Technologies

Awarded 2020 Bronze Addy in the B2B TV Campaign Category for "Innovation Consternation."

Senior Copywriter

Austin, TX

Oct 2014 - Sep 2017

Freelance

Clients included:

- GSD&M
- Proof Advertising
- Sherry Matthews Advocacy Marketing
- LegalZoom

Associate Creative Director, Copywriter

Austin, TX

Jun 2013 - Sep 2014

Tocquigny

B2B focus with a heavy side of branding.

Senior Copywriter, Contract

Austin, TX
Dec 2012 - May 2013

GSD&M

I touched on various projects for: Pulte Homes, Goodyear Tires, Southwest Airlines, Jarritos Soda, L.L.Bean and new biz pitches.

Senior Copywriter

Austin
Aug 2012 - Dec 2012

Razorfish

I conceived and wrote for digital projects, as well as traditional and experiential extensions to enhance the reach and effectiveness of all Samsung Mobile online efforts.

Copywriter

Los Angeles, CA
Feb 2011 - Apr 2012

Deutsch LA

Volkswagen was my focus. I worked extensively in experiential as well as traditional and digital on almost every type of assignment imaginable - including a constant stream of heavy-hitting pitches.

Other brands worked on: HTC, PlayStation, Snapple, Target, California Milk and Anthem Insurance.

Copywriter

Santa Monica, CA
Feb 2008 - Feb 2011

Kastner & Partners

This is where I grew up. I created a 360 campaign for Red Bull Cola - the most misunderstood drink on the planet. The campaign won awards in Austria, but unfortunately the drink wasn't marketed in the US. Beyond that, I conceived the gamut for Red Bull energy drink: radio, TV, print, digital, experiential, direct mail, guerrilla, naming projects, et al.

I also worked on a two Qualcomm brands, "Swagg" a digital coupon app and "Tagg" a dog tracking technology.

Copywriter Intern

Los Angeles

Sep 2007 - Dec 2007

72andSunny

I worked on content creation for Zune Arts by Microsoft.

Education

Copywriting

San Francisco

Jan 2006 - Jan 2007

Miami Ad School

Work-studied at: Carmichael Lynch, BBDO Chicago, Team One LA

Brands: Porsche, Jack Links Beef Jerky, Wrigley's gum, Dial Soap, Lexus

BS Communications

Austin

Sep 2000 - May 2004

University of Texas, Austin

Texas Creative

Awards:

- One Club Gallery Showing, New York: "White Bread"
- Clio Gallery Showing, Student Division, Miami: "Remy Martin" and "Trunks"
- Addy's Gold Award, Student Division, Austin: "White Bread"

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