

David Stone

ACD/WRITER

"I go wherever great ideas are needed."

Creative, highly-motivated, and experienced Associate Creative Director/Senior Writer. Fluent in all media. Award-winning with excellent management and mentorship skills. Impressive track record of delivering growth for clients via strategic thinking and creative leverage. Passionate and a true student of advertising.

davidstonecopywriting@gmail.com
303-638-2630 mobile

CLICK FOR PORTFOLIO SITE: krop.com/destonecreative/

Associate Creative Director/Creative Director/Writer

Simply180 Advertising

- Was the primary writer but also managed freelance blog writers.
- Helped the agency go from Pay-per-Click to brand advertising.
- Used creative leverage to increase sales/awareness of smaller, challenger brands.

Boca Raton, FL. (But everyone was remote)
Jul 2022 - Jul 2023

Associate Creative Director/Writer

Zimmerman

- Created award-winning work and generated huge sales as lead writer for McDonald's.
- Helped Party City achieve record Halloween sales—during a pandemic, no less.
- Headed up social and managed junior/mid-level writers on Kane's Furniture.

Ft. Lauderdale
May 2019 - Jul 2022

Associate Creative Director/Writer

Clearwater, FL
Aug 2018 - Mar 2019

FKQ

- Created national digital and social campaigns for Hertz and Dollar.
- Worked on a variety of other accounts and also on new business pitches.
- Mentored junior and mid-level creatives.

Freelance Writer

Michigan
Jan 2016 - Jul 2018

Freelance Associate Creative Director/Writer

- Created work in all media for a variety of agencies in Detroit, Chicago and L.A.

Associate Creative Director/Writer

Southfield, MI
Apr 2014 - Dec 2015

Doner

- Reintroduced the Italian luxury automaker, Alfa Romeo, to the U.S. after a 20-year absence.
- Managed Pet Supplies Plus. Created in-store signage and their first social campaign.
- Crafted an entire 360° rebrand and voice for the International Tennis Hall of Fame.
- Mentored and managed several junior and senior level creative teams.

Associate Creative Director/Writer

Troy, Michigan
Apr 2013 - Apr 2014

Leo Burnett Detroit

- Was the lead writer on Chevy Certified Service and Chevy Certified Preowned.
- Created breakthrough print, TV, digital, radio and social.
- Created one of the most successful retail TV spots ever for GMC and Buick (they still run it to this day).
- Created national and international TV, OOH, and print work for Chevy brand.

Associate Creative Director/Writer

Ft. Lauderdale, FL
Jun 2012 - Mar 2013

Zimmerman

- Managed the Carfax and Pep Boys. Created retail print, radio, digital and OOH.
- Helped create work for a number of successful pitches.

Associate Creative Director

Columbus, OH
Dec 2008 - Jun 2012

Engauge

- Worked on many brands in a lead writer role and conceptual capacity.
- Helped win new business and establish brand voices for many challenger brands.
- Created a body of work so successful and diverse it enabled the agency to sell itself to a large holding company.

Freelance Copywriter

Boulder, CO
Mar 2008 - May 2008

Crispin Porter + Bogusky

- Helped write and launch the American Express Open website.
- Executed digital projects for Volkswagen Tier I and II (brand and retail).
- Created radio and outdoor for Burger King during the infamous "King" era.

EDUCATION

Bachelor of Arts, Journalism. Bachelor of Science,
Art History

University of Colorado/Boulder

B.S.—Journalism with a concentration in advertising and B.A.
—Art History. Double minor: Marketing and Film.

AWARDS/HONORS

- One Show Pencil (Bronze), Clio's, CA, Addy's (75+ total from 7 different cities), 2023 Addy's Best of Print, Minneapolis Show, Graphis Advertising Annual, Print Annual, Denver Show (Best of Show), Denver Art Director's Club (Best of Show), Sammy's (social media), One Show Showcase (2016) and the Halo Awards (Best of Show). My work has also been featured in an advertising textbook or two.

SKILLS

- Strategic copywriter. Highly-conceptual. Visual thinker. Passionate brand creative. Retail savvy.
- Fluent in all media. Experienced in B2B and B2C work.
- Proficient at MS Office, Acrobat, Keynote and PowerPoint. Even some Photoshop.

David Stone

davidstonecopywriting@gmail.com

303-638-2630 mobile