

BILL HOGAN

SENIOR COPYWRITER / ASSOCIATE CREATIVE DIRECTOR

EXPERIENCE

FREELANCE

Senior Copywriter / ACD | Sept 2017 - Present

Clients: Rinse, Prudential (Singapore), Wild Turkey, Johnnie Walker, Bearaby

- Defined TOV and wrote website copy for startups in the laundry/dry cleaning category & sleep industry
- Wrote brand manifesto for a well-known global, life insurance company
- Shaped TOV and wrote brand story for a well-known bourbon
- Coined names & descriptors for iconic and new-to-market Diageo brands
- Wrote website copy for a luxury food & travel brand
- Wrote website copy for high-end oriental rug company

RAUXA

Freelance Senior Copywriter | Oct 2018 - Dec 2018

Clients: Verizon Fios Sports, Hum by Verizon, Gap Visa Signature Card

- Teamed w/ AD to conceptualize & execute a branded email campaign for *Hum Essentials*—a new Hum by Verizon offering

CLARKMcDOWALL

Senior (Lead) Copywriter | May 2016 - Sept 2017

Clients: OKC Thunder, Harman, XFINITY, The Jackfruit Company, Mars, etc.

- Conceptualized and executed social, digital, print & OOH for three separate OKC Thunder campaigns
- Wrote several internal & fan-facing video scripts for the Thunder
- Created OKC Thunder's public-facing verbal expression guidelines
- Created verbal expression guidelines for Harman's six audio brands
- Coined taglines for a diverse range of CPG brands
- Wrote brand stories and managed freelance writers

HZDG NY

Senior Copywriter & Strategist | Dec 2015 - May 2016

Clients: Caesura BK, Hilton, Ashley Addiction Treatment, Jars by Dani

- Developed positioning, conceptual territories, and coined names for branded residential buildings in NYC
- Wrote website & brochure copy for branded residential buildings as well as a financial services company, farm-to-table B&B Inn, and addiction treatment facility
- Managed a promising junior copywriter

PEARLFISHER NY

Lead Copywriter | Aug 2012 - Dec 2015

Clients: Blue Bunny, Bud Light, Pepsi, Yoplait, NibMor, Constellation Wines, Wild Turkey, Dorothy's Cheese, Apartment Therapy, GoMacro, The Chew, Scandal, DreamWorks, Ben & Jerry's, Ron Santa Teresa, etc.

- Defined brand identity and executed brand voice for a variety of clients
- Wrote brand books (guidelines)/toolkits consisting of brand stories, brand personality, manifestos/mission statements
- Ideated and shaped conceptual territories
- Coined names & taglines, and wrote print, packaging and website copy
- Served as a strategic thought partner and brainstormed new biz pitches

EDUCATION

SCHOOL OF VISUAL ARTS

Continuing Education

Advertising Courses

New York, NY

ROLLINS COLLEGE

B.A. Economics & Writing

Winter Park, FL

2002-2006

SKILLS + INTERESTS

People watching

Challenger brands

Social Media writing

Creative strategy

Campaigns (Digital, Print, OOH)

Website copywriting

Video script writing

Naming & taglines

Cooking

Etymology

Trend-spotting

All things dogs

Independent films

Real human interaction

Paddle tennis

CONTACT

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