

# BILL HOGAN

SENIOR COPYWRITER

550 West 45th Street  
New York, NY 10036  
203-984-7901  
[William.Thomas.Hogan@gmail.com](mailto:William.Thomas.Hogan@gmail.com)  
[www.billboardhogan.com](http://www.billboardhogan.com)

## Professional Experience:

**clarkmcdowall** - Senior Copywriter (New York, NY) May '16 – September '17

- Managed and wrote social for three separate OKC Thunder campaigns
- Wrote OOH copy for billboards and banners all around the city
- Wrote several different internal and fan-facing video scripts for the Thunder
- Created OKC Thunder's public-facing verbal expression guidelines
- Created in-car audio verbal expression guidelines for all six of Harman's brands
- Coined taglines for a diverse range of CPG brands
- Wrote brand stories, CPG copy and managed freelance writers

**HZ NY** - Senior Copywriter & Strategist (New York, NY) December '15 – May '16

- Developed strategic positionings and conceptual territories for branded residential buildings in NYC
- Wrote website and brochure copy for branded residential buildings as well as an addiction treatment facility
- Translated/finessed website copy for a financial services company and wrote website copy for CPG brands
- Managed a promising junior copywriter

**Pearlfisher NY** - Lead Copywriter (New York, NY) August '12 – December '15

- Created brand identity and executed brand voice
- Wrote brand books including brand stories, brand personality, mission statements, consumer manifestos
- Ideated and executed conceptual territories as well as brand positioning
- Wrote brand tag lines, package, print & website copy
- Ideated brand & sub brand naming
- Assisted in writing brand strategy and ideating conceptual design territories
- General thought partner for brand strategy and new business perspectives

**Mamus Creative** - Freelance Copywriter (Long Island, NY) April '12 – July '12

- Freelance copywriter for creative agency that specializes in creative and brand development for luxury, technology, healthcare, lifestyle, sport, B2B and DOT COM brands
- Wrote headline driven copy for packaging, web and brochures
- Assisted in concept development and creative direction

## My Former Life:

**JPMorgan Chase** (New York, NY) April '09 – July '10

- Pushed paper
- Wore a suit

**Deutsche Bank AG, Global CDO Services** (New York, NY) April '07 – December '08

- Pushed paper
- Wore a suit

## Extracurricular Skills/Interests:

- All-FCIAC and State HS tennis player
- Division 2 level, tournament experienced paddle (platform tennis) player
- Self-proclaimed professional people-watcher

## Education:

**School of Visual Arts** - New York, NY  
Advertising: How to Build a Great Portfolio  
Advertising: How to do Killer Work

**Rollins College** - Winter Park, FL: Class of 2006  
Major: Economics Minor: Writing