

**jordan allen creative director/copywriter**

**contact**

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jordanswork.com

**achievements**

- emmy nomination, cannes, ca, addy, moma, london international, new york festivals
- wrote online campaign that won lg, publicis modem's largest win
- pepsi twist "osbournes" voted into the top 25 spots of all-time
- created a campaign that saved the \$600m chrysler business
- penned the tagline that beat out W&K for the \$100m aol account
- awarded pepsi edge business based on success of pepsi twist

**experience**

freelance 2007 - current  
travelzoo • chiat • mcgarry bowen • nitro • pubmo • vml • y&r

- increased lg billings, saved verizon small business account.
- complete branding and multi-media campaign development
- interactive content
- new business pitches
- client meetings

**bbdo/ny • 7.1994 - 7. 2006 • senior vp creative director**

co-ran pepsi edge, pepsi twist and doritos. worked extensively on pepsi international, aol, ebay, visa, hbo, pizza hut, ge, e\*trade, schwab, ruffles, office depot, chrysler, usga, hyatt, lenox hill hospital, lowe's, dell, m&m's and levitra

- created a new product line for the ms. foundation
- wrote a short film for ebay
- pitched a complete multi-media/interactive campaign for visa
- created a tv series, live web content & video game for visa's olympic sponsorships
- devised creative content for non-traditional media
- collaborated with interactive and direct marketing agencies on campaign integration/branding for various clients/pitches

**amv/bbdo • london, england**

sent to troubleshoot british telecom account - spring 2005

**clemenger/bbdo • sydney, australia**

sent to troubleshoot pizza hut account - spring 1999

freelance copywiter 1992 - 1994

**cliff freeman & partners**

sony plaza, image soft video game cartridges

**earle palmer brown**

roy rogers, american floral marketing council

**carroll raj stagliano**

guinness kaliber, bass ale, rossignol

**tbwa/graf bertel • 6.1990 - 11.1992 senior copywriter**

swissair, swissôtel, steuben, gallo wines

**lintas: new york • 1.1987 - 8.1989 copywriter**

timberland, diet coke, lego, t-fal cookware

**education**

master of science in advertising  
northwestern university

bachelor of science in marketing  
university of illinois at urbana-champaign