

BRANNON MICHAEL SMITH

EXPERIENCE

SR. COPYWRITER | *THE MX GROUP*
10.20 - PRESENT

WHERE I MASTERED CLIENT RELATIONSHIPS

My current gig. More direct client time, autonomy and trust than I've had at almost any point in my career. I develop copy for leading industrial brands like Cummins and Petro-Canada.

COPYWRITER | *DESIGNORY*
02.17 - 11.19

WHERE I LEARNED TO LEAD

My first taste of leading projects without CD oversight. Created foundational messaging for MetLife Insurance, wrote content for Audi's brand magazine and helped standardize creative processes as the agency grew exponentially.

CONTRACT SR. COPYWRITER | *BLAST RADIUS*
09.16 - 01.17

WHERE I MASTERED SOCIAL

Freelance stint where I came up with consumer-focused content for Lavazza, Outback Steakhouse and HP. Learned a lot about what it takes to stop scrolling thumbs.

FREELANCE CONTRIBUTOR | *EBONY MAGAZINE*
10.13 - 11.16

WHERE I FED MY PASSION

Pitched and wrote evergreen editorials that celebrated the Black experience in music, fashion and beyond. Jimmy Jam retweeted something I wrote about Janet Jackson.

EXPERIENCE (CONT'D)

COPYWRITER | GERARD
09.14 - 09.16

WHERE I LEARNED TO TAKE INITIATIVE

Small shop of ~25 people. The cool thing about it was the creatives doubled as account people - we worked directly with the clients. Budgets, briefings, feedback - all firsthand info. Taught me a lot about the ad biz. Created content for Office Depot and ADT.

COPYWRITER | MOVÉO
04.11 - 09.14

WHERE I LEARNED TO THINK

My first agency job. 1 of 2 writers in the shop at that time (the other was my boss). Concepted and wrote campaigns across highly regulated industries like healthcare, manufacturing and technology. Hard stuff, but it taught me how to make anything from random sprockets to bubble wrap sound sexy.

STUFF I'M GOOD AT

- * WRITING
- * DESIGN/ART DIRECTION
- * CONCEPTING
- * MENTORING
- * PRESENTATIONS
- * VISUAL THINKING
- * CONTENT STRATEGY
- * PROCESS DEVELOPMENT
- * ADOBE CREATIVE SUITE
- * POLITICAL/CULTURAL ANALYSIS

CLIENTS INCLUDE:

ADT, ARGENX, AUDI, CAREERBUILDER, CUMMINS, HF SINCLAIR, HP, INTEL, LAVAZZA, LOYOLA HEALTH, METLIFE, OFFICE DEPOT, OUTBACK STEAKHOUSE, PETRO-CANADA

EDUCATION

INDIANA UNIVERSITY | 2010
B.A. JOURNALISM