

# DAVID CLARK

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## EDUCATION & TRAINING

- Copywriting track, **Miami Ad School**, 2020-2022
- Advertising for Creative Genius, **School of Visual Arts** Spring 2020
- BS, Economics, **Virginia Commonwealth University**, May 2018

## EXPERIENCE

### **Copywriter, We Are Multiply, Contract**, January 2024 - April 2024

- Wrote copy for social content and helped develop social content calendars, for brands like HI-Chew, Truly Hard Seltzer, HOP WTR, and Meili Vodka
- Ideated and wrote copy for brand activations on Meili Vodka, Twisted Tea, and more

### **Junior Copywriter, Doner**, July 2022 - August 2023

- Pitched 360 campaigns for Hackensack Meridian *Health* and Stellantis (Chrysler, Dodge, Jeep, Ram, Fiat, Lancia), elevating brand visibility and engagement.
- Developed innovative ideas for activations, stunts, TV and radio spots, social campaigns, brand partnerships, and print ads, including for the Super Bowl.
- Collaborated seamlessly with an art director and cross-functional teams on multiple accounts, learning effective communication and ensuring that campaigns rolled out successfully and on time.
- Directed talent during radio script recordings

### **Copywriting Intern, Ogilvy NY**, July - October 2021

- Helped develop and pitch 360 campaigns for IBM and Citizen's Bank.

## SKILLS

- Stellar creative concepting
- Adobe Suite experience
- Proficiency in brand storytelling
- Social Media marketing
- 360 campaign development
- Copywriting & editing

