

# CASEY SOLOFF

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## SUMMARY

A senior writer with a background in literature and creative writing looking for an environment in which deviation from the norm is not only accepted but encouraged.

## EXPERIENCE

Kaplan Thaler Group 2009  
Freelance Senior Copywriter New York, NY  
Accounts include: Wendy's (interactive)

Atmosphere BBDO 2007 – 2009  
Senior Copywriter New York, NY  
• Created website, microsite and interactive banner concepts for digital agency of BBDO New York.  
• Supervised all long- and short-form copy aspects for Qualcomm.com, including management of writers.  
• Coordinated with different departments to supervise production, including layout and illustration.  
Accounts include: Qualcomm, AT&T, Citi

DDB New York 2005 – 2007  
Copywriter New York, NY  
• Created print, radio, interactive and television concepts for internationally renowned NYC ad agency.  
• Selected to work on Super Bowl concepts and new business pitches.  
• Gained experience in general market advertising, client presentation and creative-account relations.  
Accounts included: Subaru, New York Lottery, Diet Pepsi, Gibson Guitars, Philips, ExxonMobil

12i Communications / Merkley + Partners 2004 – 2005  
Copywriter New York, NY  
• Composed copy and generated concepts for Omnicom-owned direct marketing agency.  
• Produced award-winning direct mail pieces for company clients, including creation of brand identity.  
• Pitched new business, presenting concepts both internally and to client.  
Accounts included: Subaru, Lipitor, DuoNeb

Freelance 2003 – 2009  
Copywriter New York, NY  
Agencies included: Draft, Momentum Worldwide, MRM/McCann, Euro RSCG  
Accounts included: Cingular, AOL, Verizon, American Express, Intel, Charles Schwab, Ritz

## OTHER EXPERIENCE

<u>Merkley + Partners</u>	Intern Copywriter	New York, NY	2003
<u>Tinsley Advertising</u>	Intern Copywriter	Miami, FL	2001
<u>The Zamboni</u>	Managing Editor	Medford, MA	1996 – 2000

## EDUCATION

<u>Miami Ad School</u>	Portfolio Certificate	Miami Beach, FL	2003
<u>Florida Int'l University</u>	M.S., Communications	N. Miami Beach, FL	2003
<u>Tufts University</u>	B.A., English	Medford, MA	2000

## SKILLS

Adobe CS3, Microsoft Office Suite, Quark, Mac and PC, 80 wpm typist

## INCIDENTALS

Guitarist, marathon runner, Olympic-style boxing referee, lover of animals and fine cheeses (though for different reasons), pepperoni pizza enthusiast, composer of killer secret hamburger marinade, chicken wing-eating contest winner, and one-time description-fitter of someone who assaulted a New York City police officer.

For samples of creative work and other information, please visit

[www.getyourcaseyon.com](http://www.getyourcaseyon.com)