

Chris Jenuine

Sr. Copywriter / Content Writer / Scriptwriter / Sr. Creative Specialist

SUMMARY

- ☞ Award-winning, versatile and strategic sr. copywriter and sr. creative specialist, all media
- ☞ 25+ years of experience creating highly effective, fully-integrated advertising campaigns
- ☞ Extensive array of client and category writing experience (*from start-ups to Fortune 500s*)
- ☞ Collaborative, prolific teammate and creator of compelling B2C and B2B campaign ideas
- ☞ Proven, effective brand builder and client advocate and consistently delivers project ROI

ABILITIES

- ✍ Exceptional concepting, writing, editing, broadcast production and client presentation skills
- ✍ Content writer in print, broadcast, videos, newsletters, blogs, emails, social, digital, web, etc.
- ✍ Excellent time, resource and project management, development and executional experience
- ✍ Proficient, effective researcher and transformer of project briefs into successful ad campaigns
- ✍ Expert developing and executing B2C, B2B, SaaS, E-Comm and digital messaging campaigns
- ✍ Highly adept at developing and extending a brand's specific and unique "voice" and style

EXPERIENCE

Jenuine Advertising, Denver - Senior Creative, Copywriter (contract/freelance) 2009 to present

- Creative team lead and project management (*development, pre & post-production, etc.*)
- Created, extended, and grew brands and ad campaigns with proven successful messaging/ROIs
- Broadcast; pre & post-production oversight: direction and supervision of audio and video teams
- Successfully negotiate and hire contract resources (*creative, pre & post-prod. companies, etc.*)

ideologie Advertising & Design, Denver - Senior Creative, Copywriter, 2007 to 2009

- Collaborated cross-functionally with creatives (*designers/art directors/web developers*)
- Creative development of successful, fully integrated campaigns for key agency clients
- Project oversight: negotiated and managed all contract, vendor and supplier relationships
- Ensured agency creative met client's strategic objectives and specific graphic standards

Karsh & Hagan, Denver - Associate Creative Director, Copywriter, 2004 to 2007

- Interacted/teamed with agency art directors, designers, digital & web production creatives
- Created, branded and executed multiple highly successful (ROI), fully-integrated ad campaigns
- Extensive pre and post-production responsibilities (*i.e., direct talent, engineers, editors, etc.*)
- Internal and client presentation of campaign concepts (*layouts, scripts, storyboards, etc.*)

AWARDS

Telly, NYAD, Belding/Los Angeles Ad Club, Addy(s)/AAF (*Dallas and Denver*), Gold Pick(s)/PRSA

EDUCATION

California State University, Fullerton, California: *B.A. Communications, Advertising*

Ad Center, Los Angeles, California: *Advanced Concepting & Radio Scriptwriting/Production*

PORTFOLIO

www.JenuineAdv.com

CONTACT

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