

Chris Jenuine

Senior Creative / Senior Copywriter / Content Creator

SUMMARY

Creative, highly versatile senior creative and copywriter specializing in the development of thoughtful, strategic solutions that most effectively achieve client objectives. Creative executions include fully integrated ad campaigns across traditional, digital, new media and video for B2C and B2B audiences. Industry experience includes health care, quick service restaurants, financial, automotive, hospitality, state governmental agencies, nonprofits.

EXPERIENCE

May 2021 -

July 2023 **Noodles & Company Corporate Support Offices**, Broomfield, CO | *Senior Copywriter*

- Create in-restaurant, off premise, digital, promotional, and social content, (i.e., conceiving, copy and scriptwriting) for digital video assets, point-of-sale, website, email, social activations, and promotions
- Establish, maintain, and oversee messaging best practices of corporate brand voice and tone across all internal and external partner agencies, as well as integrating SEO of new and existing content
- Conceived of and lead the conceiving, creation, and production of video content for the company's launch of in-restaurant digital display boards

July 2009 -

May 2021 **Jenuine Advertising**, Wheat Ridge, CO | *Creative Director, Senior Copywriter*

- Strategic oversight, collaboration, and creative team direction; from strategy, ideation, and concept development, to layouts, designs, and broadcast scripts and all key stakeholder presentations
- Guided all broadcast (tv, radio and video) pre- & post-production projects, including budgets, timelines, talent, editing, and collaboration to client feedback and approvals to final digital files
- Creative team lead and project manager: negotiated, hired, and supervised all contracted creative resources, i.e., copywriters, art directors, web designers, etc.

May 2007 -

July 2009 **Ideologie Advertising & Design**, Denver, CO | *Partner, Creative Director, Senior Copywriter*

- Client and account project management and strategic planning: developed timelines, budgets, and negotiations; managed all creative contractors, vendors, and supplier relationships and deliverables
- Oversight and creative collaboration with copywriters, art directors, designers, web developers, etc.
- Ensured accuracy and on-time delivery of agency creative (all deliverables) to meet client strategic objectives, feedback, and revisions and continuity of brand voice, tone, and graphic standards

Jan 2004 -

May 2007 **Karsh & Hagan Advertising**, Denver, CO | *Associate Creative Director, Senior Copywriter*

- Cross functional collaboration and team oversight with agency art directors, graphic designers, and account managers to strategize, concept, develop and execute fully integrated ad campaigns for numerous key agency clients as well as new client pitches
- Managed pre- & post-production (talent casting, and direction) and audio & video editing oversight
- Presentation at all levels of ad campaigns: traditional, print, tv/radio/video scripts, websites, etc.

SKILLS & COMPETENCIES

- Creative team lead, oversight, and cross functional collaboration
- Copywriting, editing, proofreading
- Marketing campaign conceiving, development and post-production
- Brand voice and tone development
- Brand positioning and messaging
- Traditional, broadcast, e-commerce, email, social, and digital/web
- Search engine optimization (SEO)
- Content strategy development
- Research and competitive analysis
- MS Word, Adobe Creative Suite, Figma, Airtable, Teams, Excel
- Strategically driven concepts & content
- Strong interpersonal communication and presentation skills all levels
- Problem solving and critical thinking

EDUCATION

✧ California State University, Fullerton, CA - Bachelor of Arts, Communications/Advertising

✧ Ad Center, Los Angeles, CA - Advanced Conceiving, Copywriting, Radio Scriptwriting and Broadcast Production



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