

# Chris Jenuine

Senior Creative / Senior Copywriter / Content Specialist

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## SUMMARY

Experienced, highly versatile senior creative and copywriter who specializes in developing and guiding thoughtful, strategic solutions that most effectively achieve my clients' objectives. Creative executions include fully integrated ad campaigns across traditional, digital, new media and video for B2C and B2B audiences. Industry experience includes healthcare, financial, quick service restaurants, hospitality, state governmental agencies, nonprofits.

## EXPERIENCE

June 2009 to present

**Jenuine Advertising**, Wheat Ridge, CO | *Senior Creative, Senior Copywriter, Freelance*

- Strategic oversight, collaboration, and creative team direction; from strategy, ideation, and development, design, broadcast scriptwriting to all key stakeholder meetings and 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 deliverables
- Creative team lead and project manager: negotiated, hired, and supervised all contracted creative resources, i.e., copywriters, art directors, web designers, production houses, etc.

May 2021 to July 2023

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

- Created in-restaurant, off premise, digital, promotions, and social content, (i.e., concepting, copy, and scriptwriting) for digital video assets, point-of-sale, website, email, social activations, and promotions
- Establish, maintain, and oversaw messaging best practices of corporate brand identity and positioning across internal and external partner agencies, as well as improved SEO across expanse of digital content
- Conceived of expanding the chain's in-restaurant digital menu boards to include branded video content; created concepts, storyboards and directed video shoots and editing sessions to final deliverables

May 2007 to June 2009

**ideologie Advertising & Design**, Denver, CO | *Partner, Senior Copywriter*

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

Jan 2004 to May 2007

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

- Cross functional collaboration and team oversight with agency art directors, designers, and account teams to strategize, concept, develop and execute fully integrated ad campaigns for key agency clients
- 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 leadership, oversight, and cross functional collaboration
- Marketing campaign concepting, development and execution
- Brand positioning and messaging
- Content strategy development
- Establish and improve brand voice
- Research and competitive analysis
- Copywriting, editing, proofreading
- Traditional, broadcast, digital/web, e-commerce, email, and social
- Search engine optimization (SEO)
- Oversight of outsourced vendors
- MS Word, Adobe Creative Suite, Figma, Airtable, Excel, Teams
- Problem solving and critical thinking
- Strong interpersonal communication and presentation at all levels

## EDUCATION

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

☞ Ad Center, Los Angeles, CA - Advanced Concepting, Copywriting, Radio Scriptwriting and Broadcast Production

## REFERENCES

Provided upon request



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www.jenuineadv.com