

Chris Jenuine

Senior Creative / Senior Copywriter / Content Creator

SUMMARY

Creative, highly versatile senior copywriter specializing in the development of thoughtful, compelling concepts and strategic solutions that most effectively achieve client objectives. Executions include fully integrated ad campaigns across traditional, digital, new media and video. Industry experience ranges from healthcare, financial, QSR, hospitality and governmental agencies.

EXPERIENCE

May 2021 -

July 2023 **NOODLES & COMPANY**, Corporate Support Offices | Broomfield, CO
Senior Creative, Senior Copywriter

- Create in-restaurant, off premise, digital, promotional, 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 oversee copy/messaging best practices of corporate brand voice and tone across all internal and external partner agencies / Ongoing SEO of new and existing digital content
- Headed content development (concepts and video production) 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.

July 2009 –

May 2007 **IDEOLOGIE ADVERTISING & DESIGN** | Denver, CO
Partner, Creative Director, Senior Copywriter

- Client, account, creative project management and strategic planning: developed timelines, budgets, and negotiations; management of 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 (concepts, copy, scripts, designs, and final files) to meet client brand voice, tone and graphic standards, strategic objectives, feedback, and revisions

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 management to strategize, develop and execute fully integrated ad campaigns for several key agency clients
- Managed pre- and post-production (talent, casting, and direction) and audio & video editing oversight
- Internal and client presentation(s) of ad campaigns: traditional, print, TV/Radio/Video scripts, Websites, etc.

SKILLS & COMPETENCIES

- Creative team lead, management, and cross-functional collaboration
- Copywriting, proofreading, editing
- Marketing campaigns: concept, develop, produce, and finalize
- Brand voice and tone development
- Brand messaging and positioning
- B2C, B2B, e-commerce, email, social media, and digital/web copywriting
- Search engine optimization (SEO)
- Content strategy development
- Research and competitive analysis
- Adobe Creative Suite, Figma, Airtable
- Product launch strategy
- Time management and organization
- Problem solving and critical thinking
- Strong interpersonal communication and presentation skills

EDUCATION

- ✎ California State University, Fullerton, CA; BA, Communications/Advertising
- ✎ Ad Center, Los Angeles, CA - Advanced Concepting, Copywriting, Radio Scriptwriting and Broadcast Production



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