

Andrew Hansinger

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OVERVIEW

I have experience in the conception, development and execution of innovative copy for integrated, cross-channel campaigns, including large web initiatives, promotional microsites, online advertising and various forms of digital marketing. I speak with many voices, to a variety of targets infusing my writing with humor and relevant cultural sensibilities. I partner with art directors, designers, ACD's and CD's to ensure copy and design are uniform and coherent always telling a unique story. I manage multiple projects and resources creating a range of concepts for each project always communicating a rationale and passion for ideas.

EMPLOYMENT HISTORY

- May 07 - Present* *May 07 - Present*
Senior Copywriter, Organic, New York
Clients - Bank of America, Discovery Networks, Ethan Allen, Estee Lauder, Hess, Jeep
Develop creative for Online Advertising and Websites. Work from initial conception to execution.
- May 06 - May 07* *Senior Copywriter, Ogilvy & Mather*
Clients- Kodak, Ragu, Bertolli, Cantor Fitzgerald, eSpeed
Domestic and global initiatives including direct mail and interactive copywriting. Oversee and collaborate on strategic and periodic initiatives from concept to execution. Managed freelancers and other junior creative team.
- Jan 03 – Present* *Andrew Hansinger, Interactive Copywriter in collaboration with Squarehand Design, New York, NY*
Clients – Adobe, Intel, Empire BCBS, HP, Kohl's, Target, Thinking Pictures, MasterCard, Web Bindery, AMA, Ernst & Young.
Writing copy for high profile web and print clients as well as independent artists. Facilitate team projects directing and creating original web copy and conceptual pieces. Execute conceptual advertising campaigns through process cycle to achieve measurable revenue increases. Thrive in multimedia and interactive web mediums.
- Jan 05 -Present* *Freelance Copywriter, New York, NY*
Ad Agencies - MRM Worldwide, McCann Erickson, McCann Worldgroup
Clients - Empire BCBS, Adobe, Intel, HP, Ernst & Young
Concept advertising for various multimedia web technologies including banner ads, page takeovers and other rich media. Work closely with Art Directors and Creative Directors from initial concept to full execution.
- Sep 05 – Sep 05* *Copywriter, Vanguard Creative Staffing, New York City*
Clients - American Management Association
Wrote multimedia copy for web and print execution including ad campaigns, direct mail, email blasts, catalog copy and more.
- Feb 05 – May 05* *Copywriter, Atrium Staffing, New York City, NY*
Clients - Concordia Advisors, Conde Nast, Glamour Magazine
Wrote copy for marketing department. Research and direction of brand identity and marketing concepts. Executed copywriting and copyediting for the technology department on a contract basis.

- Sep 02 – Nov 04 High School English Teacher, Dept. of Education, Brooklyn, NY
Creatively taught literature and writing to young adults.*
- Dec 01 – Mar 02 Copywriter, NCF, Chattanooga, TN
Creative director on new foundation project. Worked closely with Executive VP and marketing team to research large volumes of information and wrote copy that conveyed the foundation's vision. Helped to create conceptual identity for the organization from its inception. Facilitated the process from planning to research and copywriting.*
- Jan 00 – Dec 00 Copywriter and Creative Director, Coptix, Chattanooga, TN
Creative director of development of web projects including copywriting, copyediting, and administration. Worked closely between technical and non-technical parties both inter and intra business to ensure clear and effective communication. Met with clients to ensure their needs were met from copywriting, programming and design perspectives.*
- Jun 00 – Sep 00 Financial Services Writer, Davis Financial Advisors, Chattanooga, TN
Web and personal administration of client services. Also provided copywriting, copyediting and technical writing for the firm.*

EDUCATION

2002-2005 Brooklyn College, M.A. English
1995-2000 Covenant College, B.A. English

REFERENCES

Available upon request