Mitch Lemus

Copywriter - Content Developer - Concept Generator

New York, NY 10023 <u>MitchLemus@yahoo.com</u> (212) 517-7950

Summary

Accomplished, versatile advertising creative with broad experience crafting copy, developing concepts and managing content for high-profile brands at top agencies and organizations. Open to full-time and freelance.

Portfolio: www.MitchLemus.com

Areas of Expertise

Digital and integrated advertising, content strategy, campaign development, websites, micro-sites, landing pages, SEO, emails, social media, content marketing, mobile, print, direct mail, radio, humor. Conversant in IA and UX.

Categories Served: technology, food & beverage, consumer packaged goods, automotive, entertainment, telecom, fashion, travel, financial, retail, healthcare, pharmaceutical, media, non-profit.

Work Experience

American Express, NYC

Senior Copywriter (contract)

05/17 - present

Work alongside UX team, writing clear, concise and humanistic copy that effortlessly guides prospects through mobile and web-based journeys and experiences. Content includes marketing pages, landing pages, prototypes and A/B tests for products that include credit cards, personal loans and rewards programs.

SapientRazorfish, NYC

03/17 - 05/17

Senior Copywriter (contract)

Wrote lifecycle emails as part of a CRM campaign for the launch of the Galaxy S8, Samsung's new flagship phone.

MetLife, NYC 06/16 – 11/16

Senior Copywriter (contract)

Developed SEO-optimized copy and content to increase engagement and drive enrollment in insurance products and institutional investments. Partnered with UX team to ensure new responsive "mobile-first" design templates supported content requirements. Worked within an Agile workflow process.

RAPP, NYC **04/16 – 05/16**

Senior Copywriter (contract)

Developed online lead generation content for SAP enterprise software and technology solutions.

American Express, NYC

01/15 - 01/16

Senior Copywriter (contract)

UX, brand, and content copywriting for Amex's new Plenti loyalty rewards program which enrolled over one million members in less than a year. Developed copy and content to simplify a complex multi-partner program, drive enrollment, increase engagement and facilitate navigation throughout the Plenti website and mobile app.

07/14 – 09/14

Senior Copywriter (contract)

Introduced a new triglyceride drug and developed concepts for a corporate-sponsored community health program.

Publicis, NYC 09/13 – 05/14

Senior Copywriter (contract)

Led website content creation and copywriting for Meta, a new line of health and wellness products from Procter & Gamble. Worked with UX to identify relevant content and map out site structure and navigation. Established brand voice, wrote dozens of product descriptions and authored content marketing articles on digestive health.

Tribal DDB, NYC 07/13 – 08/13

Senior Copywriter (contract)

Copywriting for ExxonMobil Fuel Finder and Speedpass+ apps that help drivers find gas stations and earn rewards.

McGarryBowen, NYC **02/13 – 04/13**

Senior Copywriter (contract)

Developed concepts for Chase Private Client pitch. Conceived rich media banners for Motorola smartphones.

eBay Enterprise / True Action, NYC

09/12 - 02/13

Senior Copywriter (contract)

Wrote ongoing email campaigns driving online and offline sales for Levi's, Dockers, eBay and Kraft foods.

PricewaterhouseCoopers, NYC

08/11 - 09/12

Senior Copywriter (contract)

Helped launch a digital app that provides small businesses with customized insights and action plans.

Capital One, NYC 06/11 – 08/11

Senior Copywriter (contract)

Generated credit card leads via innovative e-commerce solutions and oversized ads on high-traffic pages.

Barnes & Noble, NYC 10/10 – 04/11

Senior Copywriter (contract)

Developed copy and concepts for the NOOK eReader. Generated weekly promotions for bestsellers, textbooks, children's books, music and movies in a fast-paced, high-volume creative environment.

Publicis/Kaplan Thaler Group, NYC

04/10 - 08/10

Senior Copywriter (contract)

Led online copy development including web, emails, in-game ads, and rich media banners for new Wendy's salads.

Multiple Advertising Agencies & Organizations, NYC

03/06 - 03/10

Fulltime / Contract Copywriter

Companies: Euro RSCG 4D (Havas), Razorfish, Atmosphere BBDO, Wunderman, HUGE.

Accounts: Intel, Schwab, Ford, Citibank, American Express, NY Times, TheStreet.com, Cellular South.

Awards, Recognition & Publishing Credits

- Communication Arts Interactive Annual 11. Writer and info architect for bloodsaves.org.
- New York Sports Club. Runner-Up, "Write Our Ad" contest.
- My personal humor websites featured in Maxim magazine and CourtTV.com.
- Authored articles featured in AdWeek, Direct Marketing News, New York Press, Manhattan File.

Education

- School of Visual Arts, New York, NY Conceptual advertising coursework.
- University of Florida, Gainesville, FL B.S. in Advertising.