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Professional Experience

Freelance (Present)

Creative Director, Copywriter, Brainstormer, Amateur Voice Over, Tagline Assassin

After a decade at agencies, I thought I'd have a fling with freelancing. It has me wearing lots of different hats for companies like airweave, AMOREPACIFIC, Firstborn, Giorgio Armani, Lancôme, L'Oréal, Mountain Dew, Nine West, Select NY, and Tetley, to name a few.

kidnorant (Present)

HBIC, Chief Shit-Talker

I don't know shit about babies, but I had a silly idea for a shower gift, and wrote some sassy things on diapers. It was such a hit with the parents, I decided to turn it into a company so that everyone could have the opportunity to literally and figuratively shit all over my copy.

beauty@gotham, McCann Worldgroup (2013 – 2016)

Associate Creative Director, Senior Copywriter

You can read the rest of my resumé, but I'm told my most impressive feat is naming Essie nail polishes, such as *all eyes on nude* and *yepadriille*. Besides throwing shade names around, I also took on the millennial-focused rebranding of Maybelline. I created a new voice for the global beauty brand – across TV, print, and digital – that celebrates not just the latest lipstick; but the woman who wears it, and totally owns it. (Which makes me the writer who killed one of the world's most famous taglines, yikes.) Spoiler alert: no one is born with it, we make it happen.

Momentum, McCann Worldgroup (2012 – 2013)

Senior Copywriter

Copywriting at Momentum had me in touch with my luxurious side, developing the latest American Express sponsorship at Fashion Week with Instagram and re-writing their entire Premium Access program. Being glamorous wasn't easy, but someone had to do it.

TracyLocke, Omnicom (2004 – 2012)

Senior Copywriter, Conceptor, Intern

As a Conceptor on programs for PepsiCo, I learned to come up with ideas (and know when they were amazing and meh) then write them up and sell them. I found a big idea for every budget, from marketing programs for Hershey's and MasterCard, to TV campaigns for Wisk and 7-Eleven, plus promotions like TemptationIsBeautiful.com for John Frieda and Bioré, and directing the video content for Frappuccino.com from the tents of Fashion Week (where I felt oddly at home).

Educational Experience

The City University of New York, Fashion Institute of Technology (2010 - Present)

I've spoken to undergraduate classes and partnered with professors to develop semester-long projects for students. I always get straight As... as a guest-speaker.

James Madison University (Class of 2006)

BBA in Marketing, Business-to-Consumer concentration

Vox: Voices for Planned Parenthood

I helped bring Vox to JMU after we lobbied (successfully) to have subsidized contraceptives available on campus again. I also crafted our slogan "Protect Your Box, Join Vox" Who doesn't love a call-to-action?