

# NEIL JACKSON

COPYWRITER

✉ NeilJackson28@Gmail.com

📞 408.849.5180

🌐 www.ImSorryNeilJackson.com

📍 Shelton, CT

## EXPERIENCE

2018-PRESENT

Stamford, CT

### Lovesac – Designed For Life Furniture Co.

As the copy lead, I've been responsible for transforming the brand from educator to storyteller. We achieved this by evolving our voice to connect with customers on an emotional level, establishing new guidelines, and auditing all creative across every touchpoint. I have been the leader in ideating, developing, pitching, and producing several highly successful campaigns, as well as refining those concepts based on research to resonate effectively with our audience segments.

2017-2018

New Haven, CT

### Response Marketing

As the only copywriter at the agency, I played a key role in the development of pitch-winning concepts that led to new business opportunities and additional projects from existing clients. It was my role to raise the profile of the agency as a whole while also executing work for a diverse roster of clients across multiple categories.

*Clients Included: McAfee, Uncle Julio's, Logitech, Guided Choice Financial, Hope's, Guardian*

2015-2017

Westport, CT

### Catapult Marketing

On the Frontier Communications team, I was responsible for developing above-the-line, 360° campaigns. I also played a major role in many new business opportunities, resulting in big wins for the agency.

*Clients Included: Frontier Communications, Pernod Ricard, Mars Candy, Pure Point Financial*

2014-2015

Norwalk, CT

### Octagon

As the first copywriter hired at the agency, and my first copywriting gig outside of college, I jumped headfirst into the face-paced environment of experiential marketing. I made significant contributions to new-business pitches, including one of Octagon's biggest clients in several years, Taco Bell. I also developed campaigns for new and existing clients, including on-site activations at Super Bowl 49 and 50, the Special Olympics, and the NBA All-Star Game.

*Clients Included: Taco Bell, Sports Illustrated, JBL, Kaiser Permanente, BMW, MasterCard, PlayStation, Papa John's, AB inBev, Pernod Ricard, ESPN, NBTY, Topps*

2013-2014

Chicago, IL

### Two x Four

Through networking and persistence, I landed an internship that wasn't even being offered at Two by Four in Chicago. There, I had the opportunity to jump right in, concepting, presenting, and ultimately producing work for several local clients.

*Clients Included: The Chicago Bears, Wrangler Workwear, Navy Pier, Adler Planetarium*

## EDUCATION

2012-2014

Loyola University Chicago  
B.A. Advertising and Public Relations

2010-2012

Santa Rosa Junior College  
Focus in advertising and marketing

## ACHIEVEMENTS



2018

Shorty Awards - Best Branded Podcast  
Ad Age Small Agency Digital Campaign of the Year, Silver  
Digiday Content Marketing Award - Best Branded Podcast

2020

Finished an entire tube of ChapStick™ without losing it