

Mitch Lemus

Copywriter - Content Developer - Concept Generator

New York, NY 10023

MitchLemus@yahoo.com

(212) 517-7950

Summary

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

Portfolio: www.MitchLemus.com

Areas of Expertise

Digital and integrated advertising, campaign development, websites, micro-sites, landing pages, emails, social media, content marketing, mobile, print, direct mail, radio, SEO, 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

MetLife, NYC

06/16 – 11/16

Senior Copywriter (contract)

Developed online 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.

Digitas, NYC

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)

Created copy and content for the updated ExxonMobil global fuel finder app, and for *Speedpass+*, an app that allows motorists to pay for gas and earn rewards with their smartphones.

- 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.
- Digitas Health, NYC** **04/11 – 05/11**
Senior Copywriter (contract)
 Created copy and concepts for the launch of a new medical device for severe allergy sufferers.
- 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.
- Kaplan Thaler Group, NYC** **04/10 – 08/10**
Senior Copywriter (contract)
 Led online copy development for the launch of a new line of Wendy's salads, and conceived a highly interactive feature that rewarded customers with a printable coupon upon "building" a salad. Also wrote Wendy's site copy, an iPad promotion, in-game advertising, emails and rich-media banners.
- 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, Our Town, Manhattan Resident, Leaders Magazine, [www.TheInsiderTravelGuides.com](#).

Education

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

Samples: www.MitchLemus.com