

## Tyler March

associate creative director / copywriter

### experience

**freelance, NY • associate creative director / copy director** 7/12 - current  
**R/GA • Ogilvy • 360i • Publicis Kaplan Thaler • Big Fuel • Code and Theory • Iris**

**my role:** managing creative teams & copywriters; creative concepts & execution, copy, tone & voice direction; leading presentations; pitching new business; approving work

**accounts:** T-Mobile • Toyota • IBM • AmEx • Verizon • NAPA • Walmart • Bacardi • AARP  
Comcast • Aflac • Bridgestone/Firestone • Samsung • Marriott • Levis • Ally Bank • Jet Blue

**Miami Ad School, Miami • instructor** summer 2012

integrated ad campaigns class / Industry Hero of the Week

**RDA, NY • senior copywriter** 1/09 - 7/12

**my role:** a key player in multiple new business wins; supervising & mentoring jr. writers; producing 360° campaign work across traditional & digital media; creating content & strategies for multiple social channels; travel for client meetings & photo/video shoots

**accounts:** Sony • Empire State Building • Capcom • Wyndham • Starwood Hotels

**Atmosphere BBDO, NY • copywriter** 10/07 - 12/08

**my role:** producing high-profile interactive work for global brands; pushing the boundaries on innovation; collaborating with a team of 10+ people; working with “traditional” creative teams to extend broadcast campaigns into digital media; supervising video/photo shoots

**accounts:** AT&T • New Balance • Citi

**Iris Worldwide, NY • copywriter / creative** 10/05 - 08/07

**my role:** defining a new position as the first copywriter hired in the NYC office; integrated ad campaign concepts/creation; general copywriting; contributing to new business wins

**accounts:** Sony Ericsson • Monster • Adidas

### education

**Miami Ad School** 09/02 - 10/04

•Industry Hero of the Week - Guest Teacher, Summer 2012

•Miami - classes with CP + B

•London - classes with TBWA, Saatchi, BBH and Ogilvy

•Hamburg - paid internship at Leagas Delaney, Hamburg

Copywriting Certificate

**Cal Poly, San Luis Obispo** 09/98 - 06/02

Business Administration / Marketing B.S.

### honors

Graphis Annual

Addys (National & Local)

Lürzer's International Archive

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