

# **BRIAN BELLANCA | ACD/CD**

creative / copy

917.734.9664  
brianbellanca@me.com  
brianbellanca.com

## **freelance**

### **MRM – MCCANN | ACD**

Did my second tour of duty on army as content writer and analyst for their website redesign and digital rebranding

### **DEEP FOCUS | ACD**

Helped launch Plymouth Gin in the U.S. creating social, digital and experiential initiatives. Also worked on Nestle brands and helped rebrand I Can't Believe It's Not Butter

### **MCGARRY BOWEN | ACD**

Was lead digital writer on Northrop Grumman creating content for their website outlining their aerospace technology services as well as writing banners and print ads

## **full-time**

### **PKT | ACD**

2011 – 2014 Citi Street Soccer USA Honda

Led initiatives for all things Citi including sponsorships such as Citi Snow Globe and Citi Bike; created content for Street Soccer USA; was digital lead on team that won the TriHonda business

### **MRM – MCCANN | ACD**

2009 – 2011 Army Verizon

Was recruited to work on the army account serving as writer, strategist and content manager for their extensive website. I co-created the Jay Chiat Award winning 'At the Ready' online gaming experience and helped launch Verizon's first-ever digital initiative

### **DIGITAS | ACD**

2007 – 2009 American Express

Led the acquisition card business for Green, Gold and Platinum cards during one of the worst economic climates in history and moved the needle considerably through print, DM and digital

### **DRAFTFCB | Senior Writer**

2005 – 2007 Verizon

Was lead writer on print, broadcast and outdoor for all Verizon services including their friend referral incentive program

**awards:** jay chiat, effies, addys, fcs portfolio, mashies, adweek best spots, us ad review