



DESMOND CHAN

718-360-6517

www.desmondchan.org

Freelance Copywriter

Berlin Cameron

Clients: Capital One

Worked on and sold an experiential idea that became a 360-campaign

Helped launch a user-generated social campaign

1000 Heads, Sennheiser + Creative Consulting for a Startup

Worked on Social and Online Video Content

McCann Erickson New York

Clients: Microsoft, New York Lottery, NY&Co + New Business

Worked on TV, OOH, Stunts, Print and Social

J. Walter Thompson New York (JWT)

Clients: Puma, Schick, Listerine, Nestle + Macy's

Worked on TV, OOH, Stunts, Online Video Content, an App + Print

Likeable Media

Clients: Ad Council "Stop the Texts. Stop the Wrecks.", + Apple and Eve

Kickstarter Campaign for Daredevil Dogs

Successfully raised \$11,000 and developed a voice and story for the brand

Marketing Associate/Copywriter at ReSource Pro

Conceptualized and storyboarded teaser videos for client events. Then screened, hired and worked with freelance artists to produce them

Worked on the development of a game that would attract younger talent to insurance

Responsible for how it would look, feel, say and be played

Education and awards

BBA in Marketing at Baruch, Zicklin School of Business

Recipient of a scholarship given by Ex-CCO of Saatchi and Saatchi NY for demonstrating the most creativity, passion and promise of future growth

Winner of the 2015 Big Ad Gig competition. Presented campaign to top execs from Ogilvy, JWT, Crispin Porter, Deutsch, Atmosphere BBDO and was selected a winner