

ANTHONY WINDRAM

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Dual Citizenship: U.S. and U.K.

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EXECUTIVE SUMMARY

Big picture thinker who loves bold brand storytelling.

Copywriter and Creative Strategist with 10+ years of domestic and international experience overseeing projects for industry-leading companies generating up to \$5 billion in yearly revenue. Track record of creating engaging website copy and social media content that reached audiences worldwide, promoting alignment with brand messaging standards and achieving substantial increases in viewership.

AREAS OF EXPERTISE

- Creative Advertising
- Strategic Partnerships
- Audience Engagement
- Content Creation
- Integrated Campaigns
- Influencer Relations
- Branding Initiatives
- Social Media Management
- Marketing Strategies

PROFESSIONAL EXPERIENCE

JETSON

New York, NY

Senior Manager – Copy and Brand Strategy

Sept. 2020 – Present

- Responsible for not only developing Jetson's brand voice and tone but communicating it across all platforms - social media, e-mail, SMS, digital ads, seasonal campaigns, sales decks, packaging, etc.
- As a core member of Jetson's first dedicated marketing team worked closely with the CMO on crafting the brand's mission and values as well as the brand strategy of an e-mobility company with an annual revenue of \$200M and products sold through all major retailers – Costco, Walmart, Sam's Club, Target.
- Created and implemented the brand's first integrated content strategy setting up a framework that provides a more consistent brand experience while also better targeting our ideal customers. Oversee the Social Media Manager alongside managing relationships with third-party agencies and vendors. Despite limited resources, engaged influencers to gain hundreds of thousands of impressions for the brand.
- Work closely with the Art Director in conceptualizing all campaign shoots for Jetson's products (over 60 and counting) and help oversee shoots.
- Responsible for all product naming.
- Work closely with the e-commerce team, including leading a rebranding of our refurbished products and the creation of a kids' sub-brand.

CAMPBELL EWALD

New York, NY

Copywriter

Mar. 2019 – Sept. 2020

- Worked for a diverse range of clients – Bayer, MilkPEP, Empire State Development and The Port Authority of New York and New Jersey Port - for an IPG ad agency.
- Contributed to successful pitch for the Bayer account and then worked on their first major US corporate campaign in the company's 155-year history comprising TV, digital and OOH.
- Scripted audio spots for MilkPEP.
- Collaborated on The Port Authority of New York and New Jersey's on-site messaging for La Guardia's \$4B redevelopment.

BAREFOOT WINE / E&J GALLO WINERY

Modesto, CA

Copywriter - Contract-Based

Mar. 2009 - July 2016

- Worked directly with largest winery nationwide which generating over \$4.7 billion in annual revenue, promoting consistency of brand messaging while reporting to Director of Creative Services.
- Contributed to nearly 100 projects for enterprise clients with multinational reach, working closely with executive-level staff, marketing specialists, managerial associates, directors and product development teams.
- Created website content and social media campaigns for winery clients including Gallo Family Vineyards and Barefoot Wines, ranked largest winery brand nationwide based on revenue.
- Created content for multiple Facebook pages with combined reach of over 65,000 viewers, working with well-known beverage brands including The Naked Grape.
- Contributed to photography strategies for Barefoot Wine Instagram page which reached more than 35,000 followers.
- Collaborated with design teams to execute yearly campaigns and creative brand collateral, working to ensure accuracy and consistency of point-of-sale advertising initiatives.
- Contributed to development of print advertising initiatives which were featured in luxury publications such as GQ, working with marketing team to introduce regionally-broadcast radio promotions.

- Collaborated with marketing team on the brand repositioning of The Naked Grape, helping expand audience awareness of new partnership with eco-conscious TerraCycle, featuring recycled wine boxes.
- Contributed to launch of Carnivor, a brand specifically designed with introducing the wine category to spirit-drinking metropolitan millennial males. Helped develop a consistent voice and message for the brand prior to its launch into market.

FINANCIAL SERVICES AUTHORITY

London, UK

Manager/Case Officer

2004; 2005-07

- Project leader of Enforcement's Retail Mediation Activities Return (RMAR) team of the UK's financial regulator.
- Investigated firms that had been non-compliant to their regulatory commitments. Opened dialogue with firms and if necessary commenced enforcement action.
- Reviewed applications for firms wishing to be directly authorized by UK financial regulator.

NEW LINE CINEMA

London, UK

Development & Acquisitions Intern

2005

- Identified intellectual properties under-exploited by the studios and presented findings to senior executives. Assisted with strategic planning for various European film festivals.
- Analyzed and reviewed shooting scripts of European productions seeking US distribution.

AVALON PRODUCTIONS

London, UK

Assistant to the Producer – Jerry Springer: The Opera

2004

- Assisted in transfer of Olivier Award winning musical *Jerry Springer: The Opera* from the National Theatre to the West End.
- Developed marketing strategy and promotional materials along with the creative and production teams.

ADDITIONAL PROJECTS

CULTURALLY DISCOMBOBULATED

Modesto, CA

Founder & Contributor

Apr. 2010 - Present

Oversaw all aspects of content creation for blog which was featured in *The New York Times*, exploring topics pertaining to national politics and foreign elections which reached more than 90,000 followers.

THE DISPLACED NATION

Modesto, CA

Founder & Contributor

Mar. 2011 - Jan. 2016

Authored 70+ original articles which reached over 350,000 viewers, with content featured in *The Telegraph*.

AD CLUB OF NEW YORK

New York, NY

Access Committee Member

2018 - Present

New York's oldest advertising professional organization. As a member of the Access Committee I help and ideate speaking events that the Ad Club hosts featuring industry leaders. Assist with copy and social media amplification for events.

ADVERTISING WEEK

New York, NY

Volunteer

2018

Volunteer at leading conference for marketing, brand, advertising, and technology professionals.

TECHNICAL SKILLS

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress, Google Suite, Google Analytics and social media platforms (Twitter, TikTok, Facebook, Instagram, Snapchat).

EDUCATION

SCHOOL OF VISUAL ARTS

New York, NY

ADHOUSE

New York, NY

CAMBRIDGE UNIVERSITY, UK

Cambridge, UK

Master of Arts - English Literature

Bachelor of Arts - English Literature