

JAMISON ANTHONY

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ABOUT

Copywriter with 7 years of experience seeking good work with good people for good brands. Fiction Writer. Musician. Dog Dad.

AWARDS

Finalist — 2020 Radio Mercury Awards | Best Use of Humor in a Spot | "Big Voices" | NJ Lottery

2nd Place — 2019 NJ Ad Club | Multi-platform Campaign | Bagel Bites | Kraft-Heinz

Winner — 2019 NASPL Batchy Awards | Radio | "This Changes Everything!" | NJ Lottery

SKILLS

TV & Video scripts, radio, display, website, SEM, all things social, OOH/POS, blog, eCRM, eCommerce, experiential, PR, pharma-lite (OCP/HCP)

EXPERIENCE

SR. COPYWRITER | CAESARS SPORTSBOOK

11/2020 - CURRENT

In-house creative for Caesars Digital team. Executes on full suite of marketing assets, including acquisition promos, retention promos, brand ambassador video content, new market launch materials — all of the things.

SR. COPYWRITER | PureRED

01/2018 - 11/2020

Executed full scope of integrated campaign executions for Xyzal, Nasacort, New Jersey Lottery, McCormick Spices, and more.

CHIEF CONTENT OFFICER | SPOILED MEDIA

04/2015 - 11/2017

Developed and oversaw voice for all expressions of spoiled Media brand. Conceived, executed, and managed marketing campaigns across editorial, video, social, e-mail, and experiential media for dozens of brands in the retail, tech, and CPG sectors.

EDUCATION & CERTIFICATIONS

BA ENGLISH | 2008-2012

University of North Carolina at Greensboro
Worked on staff of The Coraddi, UNCG's Arts & Literary Magazine from 2010-2012, serving as Chief Literary Editor from 2011-2012.

CERT. BRANDED CONTENT | 2017

The School of The New York Times
Obtained certification in Story Mining & Strategy: Creating Great Branded Content in May of 2017.

WRITING FOR WEB & MOBILE | 2019

Aquent Gymanisum
Finished in top 1% of Content-First UX course.
Credential ID: 12673541