CONTACT ME

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JAMISON BRUCE ANTHONY

COPY. CONTENT. CONTRABAND.

PERSONALLY SPEAKING

Prolific writer and devoted dog dad with 10 years of experience producing award-winning creative in content marketing and copywriting spaces.

PROFESSIONALLY SPEAKING

Senior Copywriter

Amsive - New York, NY | 2025 - PRESENT

- Leads copy executions at agency specializing in healthcare and direct mail with clients such as Liberty Mutual, Capital Health Plan, Hancock Whitney Bank, and more.

ACD of Copy

Caesars Entertainment - Las Vegas, NV | 2020 - 2024

- Spearheaded full suite of deliverables in service of the award-winning Caesars Sportsbook App launch campaign.
- Crafted below-the-line BTS, social, digital, TV, OOH, and radio content with talent featuring
- JB Smoove, Halle Berry, Vince Vaughn, Peyton and Eli Manning, Kenny Mayne, Trey Wingo, and Henrik Lundqvist.
- Provided re-brand and concept work for Harrah's, Caesars Danville, Caesars New Orleans, and tentpole events including Super Bowl LIX.
- Owned entire spectrum of launch campaign assets and development of brand voice for Caesars Palace Online Casino and Horseshoe Online Casino digital products.

Senior Copywriter

PureRED - Princeton, NJ | 2018-2020

- Pitched, wrote, edited, and perfected award-winning copy, concept, and campaign executions for Bagel Bites, Xyzal, NJ Lottery, Rolaids, McCormick Spices, Hess Toy Trucks, and Arm & Hammer.
- Pitched winning creative concepts for new business pitches for New Jersey Lottery and Xyzal.

Editor-In Chief/Chief Content Officer

spoiled Media - New York, NY | 2015-2017

- Managed, assigned, edited, wrote, and published hundreds of blog articles.
- Grew social audiences 1400% in 3 years before Facebook's pivot to video.
- Innovated daily newsletter, 'The Stoop' with branded content receiving an average of 14% open rate and 5.5% CTR over the first six months of its launch.

EDUCATIONALLY SPEAKING

The University of North Carolina at Greensboro

Bachelors in English and a Minor in Sociology - 2012

- Editor-in-Chief of The Coraddi Arts & Literary Magazine from 2011-2012

WORKS & ACCOMPLISHMENTS

2023 - Effies - Gold - David vs. Goliath | XYZAL (Sanofi)
2022 - ARF David Ogilvy Award - "Good Night, Allergies" | XYZAL (Sanofi)
2022 - NJ Ad Club Awards - Best TV - "Good Night, Allergies" - XYZAL (Sanofi
2020 - Radio Mercury Awards - Finalist - Best Comedy - "Big Voices" - NJ Lottery
2019 - NJ Ad Club Awards - 2nd Place - Multi-Channel - Bagel Bites
2019 - NASPL Batchy Awards - Winner - Best Radio - NJ Lottery

'Bet on Chet'

- Quarterfinalist - Final Draft Big Break Competition - 2025
- Semifinalist - NexTV Writing & Pitch Competition 2024
- Semifinalist - Filmmatic Inroads Screenwriting Fellowship 2024
- Quarterfinalist - Emerging Screenwriters Comedy Screenplay Competition 2024
- Quarterfinalist - Table Read My Screenplay Hollywood - 2024
- Quarterfinalist - The Script Lab Free Screenplay Contest 2024
- Second Rounder - ISA Fast Track Fellowship - Spring 2024
- Second Rounder - The Launch Pad Pilot Competition 2024
- Honorable Mention - The Big Apple Film Festival Screenplay Competition 2024

'Our Father, The Future'

- Quarterfinalist & Semifinalist - Table Read My Screenplay - Hollywood 2024

'How To Name A Place'

- Quarterfinalist - Art of Brooklyn Film Festival Screenplay Competition 2024

SKILLS & LANGUAGES

Radio Scripts
TV Scripts
OLV/Social Video Concepts
Brand Campaigns
Creative Compasses & Brand Guidelines
OOH Copy
Display, Website Copy, Email, Search & All-Things Digital Copy
Meeting Deadlines
Overdelivering
Empathy
English