512-698-9028

[adriancopywriter.com](http://adriandickerson.net)

adrianjdickerson@gmail.com

**Summary**

No. 3 on *The Drum’s* list of “Most Awarded Creative Directorsin the World”. A professional brand builder and storyteller with over 15 years of experience in creative development. Expert understanding of all media and tactics, especially within the digital ecosystem with proven creative and results. Excellent command of UX writing, optimized content and search engine marketing (SEM), art direction, and visual design.

Adrian Dickerson

*Associate Creative Director*

**Upright Citizens Brigade**

10/16-1/18 – Sketch Comedy

**University of Texas at Austin**

8/99-12/04 – Dual BA: English and Theater Playwriting with Minor in Astronomy

**Miami Ad School at Portfolio Center**

5/06-5/08 – Advertising and Design

**Senior Copywriter**

Developed and executed digital and social campaigns for CPG brands: Cape Cod Potato Chips, Snyder’s of Hanover, Vlasic, and PayPal

**Associate Creative Director**

**Senior Copywriter**

* Co-ideated and helped develop 3 Musketeers *#Throwshine* campaign to increased sales for Mars, Inc. for the first time in four years
* Managed creative teams and executed UX writing for Nexium, Robitussin, and Advil websites
* Elevated agency creative standards and attracted clients with a One Show and Webby recognition

**Associate Creative Director**

* Acted as the creative lead for all conceptual development and execution of Church’s Chicken and Reliant Energy campaigns, with CD and ECD oversight, assuring strategy is on brand, on brief, and properly executed
* Increased impressions for Church’s by 218% between Sept. 2019 and April 2020 compared to the same period in 2018 and early 2019
* Boosted site clicks by 21%, with 20% increase in clicks for directions to brick-and-mortar locations and 55% increase in clicks-to-call B&M locations over the same period
* Ideated and created unbranded content that was responsible for 43% of the online search queries with an online conversion rate of 12.84%, according to [Yext Solutions](https://www.yext.com/customers/churchs-chicken/) and [Forbes](https://www.forbes.com/sites/aliciakelso/2019/11/19/when-churchs-chicken-engaged-its-franchisees-traffic-grew-for-the-first-time-in-5-years/#6bf61d87286c)

**Freelance Creative Director, Writer and Full-Time Dad**

* [Creatives for Kitchens](http://creativesforkitchens.com)employee #2, responsible for brand name and creative recruitment of volunteers for the on-going pro bono projects to help NYC restaurants during COVID19
* Oversaw branding identity for[Red Table Underground Creamery and Cocktails](https://www.creativesforkitchens.org/news/red-table-underground) in NYC
* Wrote UX copy and email comms for [acadeum.com](http://acadeum.com) and consulted with their CTO and to ensure all copy is optimized for SEM
* Raising a two-year old boy away from daycare while physical distancing from museums, playgrounds, parks, grocery and retail stores, and science-deniers

**Copywriter**

Conceptualized dozens of unique direct mail pieces for Comcast XFINITY, and wrote extensive CRM comms for AMEX Platinum Card, Gold Card, and Premier Rewards Card

**DIGITAS LBI, NYC**

7/11-9/13

**Tenthwave, NYC**

9/13-3/15

**T3, ATX**

9/19 - COVID19

**TRIBAL DDB, NYC**

4/15-9/19

 **WFH, ATX/NYC**

4/20-Present

**Professional Experience**

**Education**

**Cannes Prix & Cyber Lion, Clio Gold, Facebook Studio “Blue” Award**”: American Express *Shop Small*

**One Show Gold;** *Skittles: The Broadway Musical (*website)

**Seattle Addy:** BECU Credit Union *Art Wall*, Simple Mobile OLV

Nominated: “**Green” Webby**: Energy Upgrade California (lost to National Geographic)

**REcognition**