

CHRISTIAN RAWSON

Senior Copywriter/ACD

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ChristianRawson.com

Philadelphia, PA

SUMMARY

Seasoned creative professional with 15+ years crafting local, regional, and national multichannel ad campaigns for B2B and B2C clients representing all industries. Extensive experience in print, broadcast, radio, digital, social media, mobile, web banners, email marketing and outdoor.

EXPERIENCE

Senior Copywriter

Gildan Brands

04/2020 - Ongoing Newtown, Christ Church, Barbados

- Collaborated with art directors representing five different clothing brands.
- Researched and cultivated a deep understanding of different brand voices, target audiences, and market competition.
- Developed engaging B2B and B2C product descriptions and related copy across digital, social media, and print advertising platforms.
- Clients: Alstyle, American Apparel, Comfort Colors, Gildan, Prim + Preux.**

Associate Creative Director

The Munroe Agency

08/2019 - 03/2020 Philadelphia, PA

- Conducted brainstorming sessions with creative team and produced presentation materials.
- Conceptualized and wrote creative content utilizing digital, social media, and print advertising.
- Worked in tandem with the creative director to manage performance, workflow, and all campaign deliverables.
- Clients: Radian Guaranty, QuickChek, Berkshire Hathaway, Homegenius, Varia US Properties.**

Senior Copywriter

Signature Communications

09/2004 - 01/2019 Philadelphia, PA

- Produced captivating copy for a variety of national and international B2B and B2C companies and organizations.
- Participated in every stage in the creative process, from conceptualizing to campaign launch, employing digital, print, outdoor, social media, direct mail, and broadcast mediums.
- Ensured that copy deadlines were met for assigned projects in a timely manner.
- Clients: Crozer-Keystone Health System, RCA, SiriusXM, Wildwoods, NJ, Essent Guaranty, H&R Block, Dad's Hat PA Rye Whiskey, Premier Orthopaedics.**

SKILLS

Creative Concepting Copywriting

Proofreading Content Strategy

SEO Google Analytics Branding

Digital content

Marketing Collateral WordPress

Product Naming

Project Management

Google Adwords Editing

Scriptwriting Powerpoint Excel

Microsoft Office Healthcare Writing

Broadcast Radio

Print Advertising Website Content

Direct Mail Outdoor Advertising

Environmental Displays

Social Media B2B B2C

Press Releases

EDUCATION

B.A., Advertising

Temple University