

Mitch Lemus

Copywriter - Content Developer - Concept Generator

New York, NY 10023

MitchLemus@yahoo.com

(212) 517-7950

Summary

Accomplished, versatile advertising creative with broad experience crafting copy, developing concepts and managing content for high-profile brands at top agencies and organizations. Open to full-time and freelance.

Portfolio: www.MitchLemus.com

Areas of Expertise

Digital and integrated advertising, content strategy, campaign development, websites, micro-sites, landing pages, SEO, emails, social media, content marketing, mobile, print, direct mail, radio, humor. Conversant in IA and UX.

Categories Served: technology, food & beverage, consumer packaged goods, automotive, entertainment, telecom, fashion, travel, financial, retail, healthcare, pharmaceutical, media, non-profit.

Work Experience

American Express, NYC

05/17 – present

Senior Copywriter (contract)

Work alongside UX team, writing clear, concise and humanistic copy that effortlessly guides prospects through mobile and web-based journeys and experiences. Content includes marketing pages, landing pages, prototypes and A/B tests for products that include credit cards, personal loans and rewards programs.

SapientRazorfish, NYC

03/17 – 05/17

Senior Copywriter (contract)

Wrote lifecycle emails as part of a CRM campaign for the launch of the Galaxy S8, Samsung's new flagship phone.

MetLife, NYC

06/16 – 11/16

Senior Copywriter (contract)

Developed SEO-optimized copy and content to increase engagement and drive enrollment in insurance products and institutional investments. Partnered with UX team to ensure new responsive "mobile-first" design templates supported content requirements. Worked within an Agile workflow process.

RAPP, NYC

04/16 – 05/16

Senior Copywriter (contract)

Developed online lead generation content for SAP enterprise software and technology solutions.

American Express, NYC

01/15 – 01/16

Senior Copywriter (contract)

UX, brand, and content copywriting for Amex's new Plenti loyalty rewards program which enrolled over one million members in less than a year. Developed copy and content to simplify a complex multi-partner program, drive enrollment, increase engagement and facilitate navigation throughout the Plenti website and mobile app.

Digitas, NYC

07/14 – 09/14

Senior Copywriter (contract)

Introduced a new triglyceride drug and developed concepts for a corporate-sponsored community health program.

- Publicis, NYC** **09/13 – 05/14**
Senior Copywriter (contract)
 Led website content creation and copywriting for Meta, a new line of health and wellness products from Procter & Gamble. Worked with UX to identify relevant content and map out site structure and navigation. Established brand voice, wrote dozens of product descriptions and authored content marketing articles on digestive health.
- Tribal DDB, NYC** **07/13 – 08/13**
Senior Copywriter (contract)
 Copywriting for ExxonMobil Fuel Finder and *Speedpass+* apps that help drivers find gas stations and earn rewards.
- McGarryBowen, NYC** **02/13 – 04/13**
Senior Copywriter (contract)
 Developed concepts for Chase Private Client pitch. Conceived rich media banners for Motorola smartphones.
- eBay Enterprise / True Action, NYC** **09/12 – 02/13**
Senior Copywriter (contract)
 Wrote ongoing email campaigns driving online and offline sales for Levi's, Dockers, eBay and Kraft foods.
- PricewaterhouseCoopers, NYC** **08/11 – 09/12**
Senior Copywriter (contract)
 Helped launch a digital app that provides small businesses with customized insights and action plans.
- Capital One, NYC** **06/11 – 08/11**
Senior Copywriter (contract)
 Generated credit card leads via innovative e-commerce solutions and oversized ads on high-traffic pages.
- Barnes & Noble, NYC** **10/10 – 04/11**
Senior Copywriter (contract)
 Developed copy and concepts for the NOOK eReader. Generated weekly promotions for bestsellers, textbooks, children's books, music and movies in a fast-paced, high-volume creative environment.
- Publicis/Kaplan Thaler Group, NYC** **04/10 – 08/10**
Senior Copywriter (contract)
 Led online copy development including web, emails, in-game ads, and rich media banners for new Wendy's salads.
- Multiple Advertising Agencies & Organizations, NYC** **03/06 – 03/10**
Fulltime / Contract Copywriter
 Companies: Euro RSCG 4D (Havas), Razorfish, Atmosphere BBDO, Wunderman, HUGE.
 Accounts: Intel, Schwab, Ford, Citibank, American Express, NY Times, TheStreet.com, Cellular South.

Awards, Recognition & Publishing Credits

- [Communication Arts Interactive Annual 11](#). Writer and info architect for bloodsaves.org.
- New York Sports Club. Runner-Up, "Write Our Ad" contest.
- My personal humor websites featured in Maxim magazine and CourtTV.com.
- Authored articles featured in [AdWeek](#), Direct Marketing News, New York Press, Manhattan File.

Education

- School of Visual Arts, New York, NY – Conceptual advertising coursework.
- University of Florida, Gainesville, FL – B.S. in Advertising.