

SUSAN LIGHTMAN

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646-552-4767

EXPERIENCE

McGARRY BOWEN New York (2/11-Present)

Freelance Senior Copywriter. Through digital and social campaigns, enabled people to feed their inner fan, helped Chase be in the hero in the homebuying process, and got investors to see JPMorgan in a new way.

WUNDERMAN New York (11/09-2/11)

Senior Copywriter/ACD. As a freelancer, launched new mobile devices for Nokia, pitched Home Depot and created a digital and social campaign for the Windows Phone 7. Also wrote webisodes for a reality show.

FREELANCE SENIOR COPYWRITER at ADAMSON, JWT, & MRM New York (10/08-11/09)

Got moms excited about baby food for Earth's Best, helped Nikon debut their latest DSLR. Created online campaigns for MasterCard, Hamburger Helper and Betty Crocker.

ADAMSON St. Louis (11/07-10/08)

Copywriter. Turned plastic cups into sports announcers for Mobil, put a NASCAR driver in the fridge for Save-A-Lot, and helped Glamour Shots end ugly photos forever.

AGENCY.COM Chicago (2/07-11/07)

Copywriter. Explained Salle Mae student loans using ramen noodles and milkcrates. Also worked on LaSalle Bank and Energizer.

FREELANCE COPYWRITER New York & Chicago (4/06-2/07)

Created rebranding campaign for Chicago Board Options Exchange (featured in Graphis 2008 Ad Annual). Other clients included Whirly Ball, OfficeMax and Aerobed.

DRAFT WORLDWIDE New York (2/04-4/06)

Copywriter. Sold Bank of America accounts without the help of free toasters.

ATMOSPHERE, BBDO New York (1/04-2/04)

Freelance copywriter. Promoted basketball trashalking through Cingular Wireless NCAA-themed ads.

EDUCATION

MIAMI AD SCHOOL

Portfolio Program, June 2003

Copywriting Major

Studied in Miami, Chicago, Minneapolis, and NYC

UNIVERSITY OF PENNSYLVANIA

Bachelor of Arts, May 2001

Double Major in Economics and Asian & Middle Eastern Studies