

JOSEPH EHLINGER

resume

Senior Creative | Copywriter | Conceptor

Broadcast • Digital • Editorial • Experiential • Medical • Healthcare • Shopper Marketing

Creative Portfolio: www.josephehlinger.com

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Overview: Creative Vice President at Young & Rubicam, Bates and Grey. Coca-Cola Creative at Momentum (McCann-Erickson)

National Campaigns: KFC, Kraft, Procter & Gamble, Johnson & Johnson, 3M, Kodak, TIME Magazine, Smith-Kline Beecham, Merrill Lynch, Sudafed, Chef Boyardee and Kforce.com (Super Bowl TV)

Healthcare Editorial Director - The Monday Campaigns, NY

Aug. 2016 to present

A nonprofit public health initiative associated with Johns Hopkins, Columbia and Syracuse Universities. Write, edit and produce weekly online content, promotional tools and other [health-related materials](#) for NGOs, healthcare partners, corporations and individuals that focus on diet, exercise, stress management and tobacco cessation.

Conceptor/Senior Copywriter - Colangelo Marketing (Omnicom), CT

Mar. 2003 to Apr. 2016

[Diageo spirits](#) ([Johnnie Walker](#), [Crown Royal](#), Tanqueray, [Smirnoff](#), [Bulleit bourbon](#), Ciroc, [Captain Morgan](#), [Guinness](#), [Smithwick's Irish Ale](#), [Red Stripe](#)); Church & Dwight ([Trojan](#), [Arm & Hammer](#), OxiClean); Kraft ([Seattle's Best Coffee](#), Kool-Aid); [Sabra Hummus](#); [PerkinElmer social media](#); [Ring's End hardware stores](#).

Freelance Writer/Editor/Producer

Sept. 2001 to Feb. 2003

[PepsiCo](#) launch of [Sierra Mist](#); Pernod Ricard (Martell, [Chivas Regal](#), Jameson and Seagram's gin); Coca-Cola music producer for 2002 Olympic Torch Relay. Abbott Laboratories, wrote [first Humira website](#).

Associate Creative Director/Vice President - Grey NY

Sept. 1996 to Aug. 2001

Procter & Gamble ([Jif](#), Febreze, [Olean](#) and Downey); SmithKline Beecham Aquafresh toothpaste; Seagram (Captain Morgan, Crown Royal); [Lexmark printers](#); Panasonic; [3M](#); [New York State Lottery](#); [Kforce \(Super Bowl TV\)](#).

Creative Director/Producer - Momentum McCann-Erickson NY

Dec. 1995 to Aug. 1996

Freelance [Coca-Cola Experiential](#) Creative Director and live TV Director for the touring [1996 Olympic Torch Relay](#) event. Eighty four days, 44 states from Los Angeles to Atlanta. Provided daily live video feed to local NBC affiliates.

Creative Supervisor/Vice President - Bates NY

May 1994 to Nov. 1995

Warner-Lambert ([Sudafed](#), Benadryl, Cinn*A*Burst gums); [Miller Genuine Draft](#).

Creative Supervisor/Vice President - Young & Rubicam NY

Jan. 1983 to Apr. 1994

[KFC](#); Dr Pepper; Kodak; Johnson & Johnson; Merrill Lynch; Kraft Jell-O, Birds Eye, Breyers; Chef Boyardee; Advil, TIME Magazine, 20th Century Fox feature films.

Skills: Video Edit (Premiere Pro), Audio Record (Avid Pro Tools) Graphics (Photoshop, InDesign) Web Design (Dreamweaver)

Education: B.A. English, Pennsylvania State University.

References available upon request.