

# JOSEPH EHLINGER

Senior Creative | Copywriter | Conceptor

resume

Broadcast • Digital • Experiential • Medical • Shopper Marketing

Creative Portfolio: [www.josephehlinger.com](http://www.josephehlinger.com)

LinkedIn: [www.linkedin.com/in/josephehlinger](http://www.linkedin.com/in/josephehlinger)

Contact: joseph@josephehlinger.com

**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)

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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 health-related content and promotional materials.

Freelance Writer/Editor/Producer

*May 2016 to July 2016*

Assignments for the Diageo Beer Company, USA; Pantene; BJ's Wholesale Clubs and Johnson & Johnson.

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

*Mar. 2003 to Apr. 2016*

Diageo spirits (Johnnie Walker, Crown Royal, Tanqueray, Smirnoff, Bulleit, Ciroc, Captain Morgan, Guinness, 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.

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.

Freelance Creative Director/Producer - Momentum McCann-Erickson NY

*Dec. 1995 to Aug. 1996*

Coca-Cola 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) Web Design (Dreamweaver)

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

References available upon request.