



Joseph Ehlinger

Marketing Copywriter

Conceptual, results-oriented Creative who's written everything from clever tweets to Super Bowl TV. 10+ years at NYC agencies on national accounts. Well-versed in SEO and online video production.

Portfolio: josephehlinger.com | Contact: joseph@josephehlinger.com

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

Extensive experience in developing initial concepts to fully integrated 360° campaigns.

Conceptual leadership, able to identify and refine compelling concepts to maximize their strength and clarity.

Strategically disciplined, created national campaigns for P&G, J&J, Kraft, KFC and Coca-Cola.

Confident presenter, comfortable discussing and supporting the work with clients.

Enthusiastic collaborator, passion for creative concepting - from working in a two-person team to leading a group brainstorm.

Hands-on knowledge in video, audio, graphic and web software.

Healthcare Editorial Director - The Monday Campaigns, NY

Aug. 2016 to Aug. 2018

A public health nonprofit associated with Johns Hopkins, Columbia and Syracuse Universities. Wrote, edited and produced weekly online content, promotional tools and other health-related materials for NGOs, healthcare partners, corporations and individuals that focused 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.

Copywriter/Producer - Freelance

Sept. 2001 to Feb. 2003

Digital introduction of Humira for Abbott Labs; 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 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

Experiential Creative Director and live TV Director for the Coca-Cola 1996 Olympic Torch Relay - a national event that toured Los Angeles to Atlanta in 84 days. Provided daily video content to local NBC affiliates along the route.

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