



## 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 video/audio production.

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

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Digital • Social Media • Editorial • Experiential • 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.

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

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#### **Marketing Copywriter** - Pitney Bowes, Stamford, CT

2019 to 2022

Write marketing materials for shipping & mailing solutions, global ecommerce, financial services and corporate messaging (100th Anniversary). Website content, video scripts, social media, articles, emails, infographics, e-books, presentation decks, trade show support and sales collateral. [See recent examples.](#)

#### **Healthcare Editorial Director** - The Monday Campaigns, NY

2016 to 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

2003 to 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

2001 to 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

1996 to 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

1995 to 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

1994 to 1995

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

#### **Creative Supervisor/Vice President** - Young & Rubicam, NY

1988 to 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