

marc f.  
pellmann  
creative

[www.marcpellmann.com](http://www.marcpellmann.com)  
[marc.pellmann@gmail.com](mailto:marc.pellmann@gmail.com)  
646.234.5991

**experience:**

**freelance creative/writer | godaddy | remote**

december '20 – present

While working on GoDaddy.com, I helped launch GoDaddy POS and GoDaddy Studio, their brand-building app, to millions of everyday entrepreneurs. I also worked on the social team to develop thematic social campaigns, create custom content, and write for all of GoDaddy's social channels.

**acd/copywriter | wunderman thompson, chicago, IL**

june '18 – march '20 | *HP, TruStage*

I managed the day-to-day creative endeavors for HP Global Printing, consistently challenging my creative teams to think beyond the brief and create bigger and bigger integrated programs. I also helped concept, sell-through and produce a \$1.2MM proactive 360 campaign called 'Temptation'—which quickly became one of the highest-rated campaigns in HP history and earned the agency over \$1MM worth of additional integrated projects.

**education:**

miami ad school  
copywriting

illinois state university  
B.S. in Communications

**freelance creative/writer | chicago, IL**

june '15 – may '18 | *covergirl, HP*

Working alongside the Director of Content at *Tronc*, I was tasked with strategizing, concepting and writing social content programs to help drive new business. Then, while at *Jack Morton*, I helped concept, sell-through, and begin producing an award-winning experiential campaign for Covergirl and the Baltimore Ravens that put the agency on the map creatively.

**acd/copywriter | weber shandwick, chicago, IL**

february '13 – may '15 | *M&M'S, DOVE chocolate, walgreens, pedigree, motorola, usps, combos, NET 10, anheuser-busch, aldi, unilever*

PR is a wonderfully challenging, creative space where digital, experiential and social collide, and earned media is the name of the game. While at *Weber*, I had the opportunity to create (and inspire jr. teams to create) newsworthy content, big social/digital campaigns, and unique media partnerships for top brands, from chocolate candy to dog food.

**sr-acd/copywriter | digitas, chicago, IL**

june '08 – february '13 | *miller lite, sprint, hillshire farm, jimmy dean, jenn-air, MGD64*

For the first few years, I worked on big brands, leading high-profile digital initiatives—completely rebranding a premium appliance brand, shooting commercials, building websites, microsites & mobile apps, and creating tons of sharable social content. After becoming an ACD, I continued to produce cool integrated work, began learning to manage teams, and even won a few awards.

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**awards:**

**hp jetintelligence | 2018 BRONZE ADDY** Film, Video and Sound – Sales Promotion

**covergirl | 2018 SILVER CLIO** Experiential | **2018 BRONZE CLIO** Social Good | **2018 EX AWARD** Best Sports Activation | **2018 PLATINUM PRO-AWARD** Best in Show | **2018 SILVER REGGIE** Experiential Marketing | **2018 GOLD PRO-AWARD** Best Entertainment Sponsorship | **2018 GOLD REGGIE** Sponsorship and Licensed Property Campaign | **2017 BRONZE CLIO** Branded Entertainment Campaign | **2017 SHORTY** Social Good

**sprint nba backboardcam | 2013 SHORTY** Fortune 500 Brand Twitter Campaign, Social Media for Sport | **2013 WEBBY** Winner Social, Native Advertising