



# T. BRYAN MCDONNELL

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## PROFESSIONAL SUMMARY

Thought-provoking and imaginative creative writing professional with extensive background in advertising and marketing. Exceptional knowledge and understanding of TV, PRINT, OOH, ALT MEDIA, and DIGITAL tactics. Living above and beyond the conceptual.

## SKILLS

- Copywriting
- Presenting work
- Social media campaigns
- Production
- Brand messaging

## EXPERIENCE

Senior Copywriter Nov 2021 – present  
Saatchi & Saatchi | Seattle, WA

- Worked and sold campaign ideas directly to both T-Mobile and Metro by T-Mobile.
- Created holiday campaign work for both General and Hispanic markets.
- Delivered on a wide range of high-quality advertising deliverables for TV broadcast, radio, and social.
- Demonstrated the ability to think creatively and provided marketable solutions for advertising problems.
- Elevated creativity of work by adapting to changing audiences and cross-functional requirements.

Creative Copywriter July 2018 – Nov 2021  
VMLY&R | Kansas City, MO

- Worked and sold campaign ideas directly to NAPA Auto Parts, QuikTrip, Red Bull, NBA League Pass and more.
- Created content for print, television, radio, social media, email, and website pages for diverse customers.
- Prepared high-quality written copy by carefully creating, proofreading, and editing all work.
- Communicated and clearly pitched ideas to clients for different types of projects.
- Delivered polished and well-designed creative elements for internal and external presentations.

Creative Copywriter February 2018 - July 2018  
Saxton Horne | Salt Lake City, UT

- Enhanced work with pictures, graphics, and videos in line with project scopes.
- Maximized usefulness of available copy space with strategic word selection and detail choice.

- Helped develop successful campaigns for diverse customers in the automotive and athletic industries.
- Edited or rewrote existing copy as necessary and submitted copy for approval by supervisor.

Creative Copywriter

June 2017 - February 2018

Crispin Porter + Bogusky | Miami, FL

- Worked on a variety of brands: Pep Boys, Letgo, Harry's, Embraer and more.
- Varied language and tone of messages based on product and medium.
- Created error-free, professional copy with writing, proofreading, and editing abilities.
- Satisfied clients throughout the development process, communicating openly, and revising drafts based on feedback.
- Earned a promotion after three months as an intern.

Stand-Up Comedian

August 2012 - Current

Self-Contracted

- Provided memorable experiences for every guest, interacting personally and entertaining groups before and after performances.
- Eliminated performance weaknesses and increased appeal by incorporating constructive criticism well.
- Entertained audience members, consistently drawing large crowds and encouraging word-of-mouth attendance.
- Wrote all original material.
- Provided mentorship, constructive criticism, and positive feedback to other comedians.
- Expanded creative range by training in sketch comedy and improv.

## EDUCATION

Bachelors of Fine Arts and Communications

April 2017

Brigham Young University, Provo, UT

- 3.70 GPA
- Major: Creative Advertising, Copywriting Emphasis
- Volunteered at BYU Advertising Lab.
- Coursework: Creative Writing, Social Media and Advertising Campaigns