

Adam Rathbun

adam-rathbun.com | password: thewayigetby

Who I Am

I'm a made-in-China copywriter who believes it's better to have gone too far than to have never gone anywhere at all. Sometimes the best ideas come from the weirdest places, so I tend to wander a bit as I think. Whether I'm writing at my desk, or walking around, or waking up in the middle of the night, I'll get you the idea.

Experience

TracyLocke Chicago, Copywriter

June 2019 - August 2020

I conceptualized and wrote shopper-facing campaigns for product launches, rebrandings, refreshes, and more for brands like Duck, Raid, OFF!, Scrubbing Bubbles, Ziploc, Kiwi, etc.

Ward Holdings International, Freelance

January 2019 - March 2019

I helped launch and develop a startup capital partner firm by designing their brand, writing both external public as well as internal private content, rebuilding the website, and preparing pitches.

Nickelodeon Creative Advertising, Freelance Copywriter

September 2018 - October 2018

I generated linear and social branded content for the Nickelodeon channels. The clients ranged from food brands such as McDonald's and Sonic Drive-In to film brands such as Paramount and Disney.

BBH NY, Intern

June 2017 - August 2017

I created content for brands such as PlayStation and Seamless. In addition, I built from start to finish a social good project called Puppy Play Live that was featured on Adweek.

DDB Berlin, Intern

April 2017 - June 2017

I pitched for and helped develop new campaigns for VW and Lidl. I also conceived proactive campaigns for brands such as Reporters Without Borders, Ikea, and Post-it, one of which is slated for 2019.

Ogilvy Tokyo, Intern

January 2017 - April 2017

I worked with creative directors to create new content for ongoing and new projects for S.C. Johnson, Guinness, and Aussie Beef. I created proactive pitches and boards for clients such as Vixen and Photo Kanon as well.

Education

Miami Ad School San Francisco

October 2015 - September 2017

I successfully completed the two-year portfolio program.

George Washington University

September 2011 - May 2015

I earned a bachelor's degree in English as well as Dean's List and Magna Cum Laude.

Awards

2x Future Lions Shortlist, Gold at Media and Interactivity Awards, Silver at Summit International Awards

Until we perfect carrier pigeon technology, try me below.

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