

Greg Costello
Copywriter/Associate Creative Director
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Experience

2019-2022: Copywriter: *To Kill a Mockingbird, Jagged Little Pill, Second Stage Theater, Mrs. Doubtfire, Slave Play*: Created advertising campaigns for Broadway musicals from the concepting stage to execution. Television, radio, heavy digital campaigns as well as social media copywriting were all part of my purview.

2017-2018: Associate Creative Director, Harte Hanks: *Nature's Bounty, Worldpay, Spectrum*
Crafted social media and direct response advertising in the B-to-C sphere—both concepting with a partner and overseeing junior creatives—while also immersed in the telecom B-to-B space, creating digital CRM campaigns.

2012-2017: Associate Creative Director, Launchpad Advertising: *CenturyLink, FairPoint Communications, Western Union, Pat Tillman Foundation, Bambo Nature, Habitat for Humanity NYC*
Worked across the telecom industry—with heavy TV, radio and B-to-C direct mail, as well as B-to-B digital advertising and content creation. Spearheaded fundraising efforts with several nonprofit clients to drive revenue with online, mail, TV and social efforts.

2009-2012: Freelance Copywriter: Barbarian Group (Samsung) VML (Accenture, Office Depot) Safari Sundays (Pepsi Max, Doritos) MS&L (Bayer, Eli Lilly) OgilvyOne (International Hotel Group, Citizens Bank) Millennium Creative Group (Hewlett Packard) Wunderman (Nokia, Dell)

2006-2009: Senior Copywriter, TracyLocke: *Pepsi International, Southern Comfort, Hershey's, Brown-Foreman Trade Marketing, Ice Breakers*
Created TV, print and radio including a Super Bowl TV spot. Crafted on-premise and print media content for the spirits industry. Activated integrated shopper marketing campaigns for confection industry.

2004-2005: Freelance Interactive Copywriter, Tribal DDB: *Aquafina, Baja Blast, Royal Caribbean, Frito-Lay*
Created conceptual campaigns and online content for international brands in the age of the microsite.

2003-2004: Copywriter, Publicis: *BMW, Curves, GlaxoSmithKline, Powerbar, Principal Financial*

Concepted and created traditional TV, print and radio work for automotive, packaged goods and OTC consumer pharma clients.

Education

Miami Ad School, 2003

Vassar College, 2000: BA in Film