

Douglas Knopf

Copywriter • Creative • Dougworks.com

EXPERIENCE

SCRUM 50

March '23 - Now

Freelance Senior Copywriter

- Created campaigns to re-launch Consumer Reports across social media that drives conversations and increases brand sentiment.
- Built campaign architecture and then executed across a variety of deliverables.
- Constructed Youtube, display, social, and web pages for CR.

SHADOW LION

2022 - Feb 2023

Creative Lead

- Concepted organic social media content for athletes like Tom Brady, Jordan Spieth, Christian Yelich and more.
- Created and executed paid social content for Hertz, Coco5 and NERF.
- Wrote T.V., digital, and short-form scripts for various clients
- Oversaw designers, editors and freelancers to make sure creative comes to life as imagined.
- Built proposals for T.V. shows, documentaries, and original series.

BBDO NY

2016 - 2022

Senior Copywriter, Copywriter, Junior Copywriter, Intern

AARP, FedEx, SAP, Visa, & GE Appliances

- Completed campaigns from idea to creation.
- Executed culturally relevant content across social platforms like Instagram, Facebook, Twitter, Tiktok.
- Lead creative production both in-person and virtual.
- Formulated high-level ideas and tactical pieces to maximize brand conversation and engagement.
- Crafted copy to produce effective broadcast and digital campaigns.
- Delivered presentations internally and externally to collaborate with clients and vendors.

CONTACT

Dougworks.com
Dknopf35@gmail.com
New York, NY

EDUCATION

Syracuse University
2012 - 2016

B.S. Advertising
S.I. Newhouse School of
Public Communications.

B.S. Marketing
Martin J. Whitman School
of Management.

AWARDS

Platinum Viddy - AARP
(Activism)
Platinum Viddy - AARP
(Non-profit short video)
Silver ADDY - Smart Car
Gold Graphis - Smart Car
Bronze Graphis - MLB
Bronze Graphis - GoPro

VOLUNTEERING THE WORKSHOP

Teacher - Spring '23