

CARLO GUARDASCIONE

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EXPERIENCE

Senior Copywriter

Young & Rubicam San Francisco, CA

2/2008 – Present

- Concept and write copy for clients such as Chevron, 7up, Dell, NCAA and Round Table Pizza
- Advance the Chevron Cars from traditional to digital landscape
- Copywriter on teams that acquired Dell and Virgin America accounts
- Develop and deliver immersive online experiences for all clients

Interactive Copywriter

Agency.com San Francisco, CA

9/2006 – 2/2008

- Brainstorm and write copy for clients such as eBay, Ask.com, Toyota and Miller Lite
- Copywriter on team that acquired NikeID account
- Write longer format direct response copy for HTML/Text emails, landing pages, microsites, SEO copy, etc.
- Try to get people to click on banner ads

Freelance Copywriter

San Francisco, CA

2/2005 – 8/2006

- Grand Hyatt San Francisco – Promotional materials, direct mail, brochures and website
- 1-800-Flowers – Outdoor campaign
- The End Up – ads for nightclub
- Wolfe/Doyle – Comcast radio and TV scripts

Copywriter

BBDO Chicago, IL

01/2004 – 11/2004

- Concept and write copy for print advertising, direct mail, Internet and outdoor for clients such as Wrigley Gum and Radio Hall of Fame
- Brand marketing and brand name development for Wrigley Gum
- Coordinate and oversee focus groups and marketing research

Copywriter

Lord + Lasker Tampa, FL

05/2000 – 04/2002

- Wrote for regional SuperCuts client that prompted interest from national SuperCuts clients to seek further work
- Copywriter for team that acquired Panama City Beach account

EDUCATION

Miami Ad School Miami Beach, FL
Certificate – Copywriting

University of South Florida Tampa, FL
Bachelor of Arts – Mass Communications

SKILLS

Digital Strategy
Social Media
Integrated Communications
Proofreading/Editing
Ecommerce
Microsoft Office
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
PC & MAC platforms

AWARDS

IAC Award – Best Technology Integrated Ad Campaign
IAC Award – Best Portal Online Ad
Graphis Annual
International Mobius Award – Copywriting/Outdoor Advertising
Best of the Bay ADDY Award – Poster Single
Gold ADDY Award – Collateral Material/Poster
Gold ADDY Award – Newspaper/Color
Gold ADDY Award – Interactive Media/Banner
Gold ADDY Award – Trademark/Logo Student
Silver ADDY Award – Radio Regional/National