

# DANIEL J. MASHBURN

Chicago, IL | 772-618-0526 | theloudcreative@gmail.com | www.theloudcreative.com | www.linkedin.com/in/theloudcreative/

## EXPERIENCE

---

### Copywriter

*Leo Burnett – Chicago, IL*

**February 2021 – Present**

- Develops written communications that effectively communicate sold advertising concepts.
- Actively concepting and developing national campaigns in the market.
- Expertise in Omni-channel communications across digital and traditional (web, email, SMS, print, video, etc...)
- Primary Brands: Marlboro, Black & Mild, WomanKind and New Business
- Former Roles: Jr Copywriter

### Copywriter & Artist

*The Loud Creative – Chicago, IL*

**July 2017 – Present**

- Create content for brands' and companies' online and offline marketing presences.
- Actively research and digitally explore local and national audience needs for comprehensive copy.
- Executes projects that deliver on assigned business objectives and maintain brand equity/voice.

### Sr. Account Executive

*Leo Burnett – Chicago, IL*

**June 2016 – February 2021**

- Expanded knowledge of various brands and trends to stay relevant on industry developments.
- Worked with team members across departments to develop relevant project strategies and creative work.
- Strategically reviewed, approved, and provided editorial input regarding creative copy, layouts, and final products before going live.
- Former roles: Assistant Account Executive & Account Executive

### Studio Director & Co-Founder

*Black & Gold Studios – Orlando, FL*

**May 2015 – April 2016**

- Efficiently organized studio schedule and approved studio users.
- Clearly communicated studio goals cross multiple channels and personnel.
- Headed creative team for studio ads, collateral, and content creation.

## EDUCATION

---

**University of Central Florida**

**Class of 2016**

*Bachelor of Arts in Advertising/Public Relations*

## LEADERSHIP AND VOLUNTEER EXPERIENCE

---

- Art Director and Writer for Urban Pebble Film Collective. February 2022 - Present
- Chicago Marathon Aid Station 6 volunteer. 2021-Present
- Leo Burnett mentor program mentor. 2018-Present
- Copywriter and committee lead for WomanKind Leo Burnett ERG. August 2017- March 2021
- Sat on the UCF Chicago Chapter Alumni board as President. July 2017 – July 2021
- Participated in and later served as a coach for “Leo Leaps,” a self-learning initiative through an experiential institute and Leo Burnett. December 2016 – December 2017