

DANIEL J. MASHBURN

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

Chicago-based writer, director, and creative storyteller with 9+ years of experience spanning advertising, documentary, and narrative filmmaking. Experienced in translating complex brand ideas into compelling human stories with visual narratives, with a background at Leo Burnett and hands-on freelance production leadership across short-form, branded, and independent projects.

EXPERIENCE

Co-owner | Director | Writer

Film In A Bag Productions – Chicago, IL 2024 – Present

- **Clients: WPB Chamber of Commerce, Green Shirt Studio, The Morton Arboretum, etc.**
- Develops written and visual brand narrative elements via commercials, social, and other branded assets.
- Leads a multi-disciplined team to deliver creative visions for film and episodic content.

Sr. Copywriter | Director

Mashburn Media – Chicago, IL 2024 – Present

- **Primary Brands: Kool, Winston, Blu, Maverick, Travel Media Group, and KDX Forensics**
- Develops written and visual advertising communications that effectively convey new and existing campaigns.
- Executes multi-disciplined skills to deliver creative visions for film and episodic content.

Copywriter

Leo Burnett – Chicago, IL 2021 – 2024

- **Primary Brands: Marlboro, Black & Mild, WomanKind, and L&M**
- Developed written communications that effectively communicated 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...)
- Former Roles: Jr Copywriter

Copywriter | Designer

The Loud Creative – Chicago, IL 2017 – 2024

- **Primary Brands: Travel Media Group, KDX Forensics, A Mutter's Love, and Balsam Brewing**
- Created content for brands' and companies' online and offline marketing presences.
- Actively researched and digitally explored local and national audience needs for comprehensive copy.
- Executed projects that delivered on assigned business objectives and maintained brand equity/voice.

Sr Account Executive

Leo Burnett – Chicago, IL 2016 – 2021

- **Primary Brands: Marlboro, Black & Mild, WomanKind, and New Business Acquisition**
- 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

EDUCATION

University of Central Florida – Orlando, FL

Bachelor of Arts in Advertising/Public Relations