

DANIEL J. MASHBURN

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

EXPERIENCE

Owner | Screenwriter | Filmmaker

Mashburn Media – Chicago, IL

July 2024 – Present

- Develops written and visual advertising communications that effectively convey new and existing campaigns.
- Primary Brands: Kool, Winston, Blu and Maverick
- Executes multi-disciplined skills to deliver creative visions for film and episodic content.
- Filmmaker Roles: Directing, Writing, Art Direction and Set Design

Copywriter

Leo Burnett – Chicago, IL

February 2021 – July 2024

- 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...)
- Former Roles: Jr Copywriter
- Primary Brands: Marlboro, Black & Mild, WomanKind and L&M

Copywriter | Designer

The Loud Creative – Chicago, IL

July 2017 – July 2024

- 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.
- Primary Brands: Travel Media Group, KDX Forensics, A Mutter's Love and Balsam Brewing

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

EDUCATION

University of Central Florida '16

Bachelor of Arts in Advertising/Public Relations

LEADERSHIP AND VOLUNTEER EXPERIENCE

- Board member for Urban Pebble Film Collective. February 2022 - Present
- Chicago Marathon Aid Station 6 volunteer. 2021-2023
- Leo Burnett Mentor Program mentor. 2018-2024
- Copywriter & Committee lead for WomanKind Leo Burnett ERG. August 2017- March 2021
- UCF Chicago Chapter Alumni Board President. July 2017 – July 2021
- Participant & Coach for "Leo Leaps," a self-learning initiative through the Experiential Institute and Leo Burnett. December 2016 – December 2017
- Founder and Director of Black & Gold Studios at the University of Central Florida May 2015 – April 2016