

DANIEL J. MASHBURN

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ABOUT

Chicago-based copywriter and creative storyteller with a decade of experience across advertising and film, translating complex brand ideas into compelling narratives that make people feel connected. I started my career at Leo Burnett in account management, where I gained global agency experience and insight into every facet of the process from idea creation to execution. From there, I paired my industry knowledge and passion for storytelling to pursue copywriting full-time, where I further developed my creative skills, becoming equally comfortable developing concepts with the team as I am sharing them with clients. In addition to writing, I have boots-on-the-ground production experience as a freelance director and cinematographer for short films and narrative-heavy commercials.

EXPERIENCE

*Film In A Bag Productions, **Writer | Director***

2024 – Present

- Brands: WPB Chamber of Commerce, The Morton Arboretum and Valley Custom Woodworking.
- Develop written and visual brand narrative elements via commercials, social media and other branded assets.
- Lead the creative team to deliver advertising materials and concepts for traditional and social platforms.

*Mashburn Media, **Freelance Sr. Copywriter***

2017 – Present

- Brands: Kool, Winston, Blu, Maverick, Travel Media Group and KDX Forensics.
- Craft copy that effectively conveys brand tone and purpose for new and existing campaigns, resulting in an increase in time spent on the brand's website.
- Utilize a multi-disciplined skill set to deliver creative visions for short films and branded content for clients/producers.

*Leo Burnett, **Copywriter***

2021 – 2024

- Brands: Marlboro, Black & Mild, L&M and WomanKind.
- Created engaging copy that effectively conveyed brand messaging, leading to a 70% open rate for SMS and Email.
- Concepted and developed national promotions, driving an increase in campaign engagement year over year.
- Crafted and presented creative concepts aligned with brand voice and goals, leading to a boost in client satisfaction.

*Leo Burnett, **Sr Account Executive***

2016 – 2021

- Brands: Marlboro, Black & Mild, IQOS, MarkTen, WomanKind and New Business Acquisition.
- Expanded knowledge of various brands and trends to increase client spend by \$700,000 over 5 years.
- Partnered with creative, strategy and production teams to shepherd campaigns from brief to launch.
- Provided editorial feedback and strategy alignment on creative copy and all final deliverables.

EDUCATION

University of Central Florida

Bachelor of Arts • **Advertising/Public Relations**