



Judson Snell
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About Copywriter and Creative Director with fifteen years experience creating and curating print, broadcast, digital, promotions and social platforms for a wide variety of clients, big and small alike. Focused on impactful, creative solutions to strategic problems that are on-brand, on-budget and on-time. Skilled presenter and creative diplomat, able to leap tall situations in a single bound.

- Experience**
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|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------------|
| | GNAR | Louisville, KY | www.jointhegnarmy.com |
| 2018 | Brand and Advertising Director for new outdoor action sports and lifestyle company, catering to a new generation of sport and target shooting enthusiasts. Directed and often executed all brand materials, logos, website and social media. | | |
| 2015 | | | |
| | Scoppechio | Louisville, KY | www.scoppechio.com |
| 2015 | Creative Director overseeing traditional, digital and promotional campaigns for agency clients Long John Silver's, KFC, Michelin and Churchill Downs. Led efforts to transform agency's digital, social media and mobile marketing offerings. | | |
| 2012 | | | |
| | Zimmerman Partners | Ft Lauderdale, FL | www.zadv.com |
| 2012 | Associate Creative Director for agency clients CARFAX, PepBoys, Dish Network and Captain D's Seafood. Led cross-discipline team of writers, designers and developers for PepBoys' refreshed website and social media campaign. | | |
| 2011 | | | |
| | Osborn Barr | St Louis, MO | www.osbornbarr.com |
| 2011 | Creative Director leading a nine-member team for agency's largest Monsanto account (Dekalb), overseeing traditional marketing while striving to expand digital and experiential marketing efforts. | | |
| 2009 | Led successful pitch in acquiring Michelin Wiper Blades account. | | |
| | Moosylvania | St Louis, MO | www.moosylvania.com |
| 2008 | Associate Creative Director for numerous campaigns inside the Bacardi Spirits portfolio. Led successful 360° recruitment campaign for Dewar's. as well as promotions marketing for Bacardi Flavors, Bombay Sapphire, Grey Goose and 42° Below Vodka. | | |
| 2006 | | | |
| | Doner | Detroit, MI | www.doner.com |
| 2006 | Copywriter for award-winning Six Flags' "It's Playtime" advertising campaign. Extensive use of broadcast production skills, assisting agency producers with music search, production and licensing for PNC Bank, Sherwin Williams, Mazda, Circuit City and more. | | |
| 2003 | | | |

Skills Microsoft Office, Adobe Creative Cloud (*esp. Photoshop, InDesign & Premiere*), social media marketing & management, digital audio editing, music search, production and licensing, WordPress/ Joomla!, Keynote, HTML, Marketo, Salesforce

Education **Ithaca College** **Ithaca, NY** **www.ithaca.edu**
BFA Journalism, BA English Literature