

# Drake Garnitz

Writer & Content  
Creator

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Portfolio: drakewrites.com

## **JEWISH FEDERATIONS OF NORTH AMERICA (JFNA)**

### ***Creative Director/Copy***

2014 – 2023

Created concepts and copy for B2B, B2C, social media content, video, print, websites, events, onsite branding, speeches, articles, direct marketing, mentored junior writers and directed freelancers – in other words the whole enchilada!

## **FREELANCE**

### ***Senior Copywriter***

- Deare 2 Marketing: Entertainment Weekly, American Museum of Natural History
- Spring O'Brien: American Express, Strayer University
- Healthfirst New York: Healthfirst health insurance advertising and direct marketing

## **AMERICAN EXPRESS (In-house Agency)**

### ***Contractor***

As lead copywriter, I helped to create direct marketing and digital campaigns for financial and insurance Card products and services including; Travel, Rewards, Merchants, Small Business Services (OPEN), Corporate, Co-Brands and more.

## **BLUE WORLDWIDE**

### ***Associate Creative Director***

Copywriting and concepting for all agency accounts including: Columbia University, Hollywood Video, and True Beginnings. I co-created and wrote all copy for the Columbia University 250th Anniversary Campaign which achieved an exceptionally high response rate. Additionally, I provided direction to freelancers and mentored junior creatives.

## **FREELANCE**

### ***Senior Copywriter***

- Saatchi & Saatchi Wellness: Nexium, Enbrel, Detrol LA (D2C)
- McCann Relationship Marketing: Sprint, US Airways, Microsoft
- Saatchi & Saatchi: Toyota
- Foote Cone & Belding Direct: Metlife

## **EARLE PALMER BROWN**

### ***Senior Copywriter***

The Learning Channel, Tumi, Madison Square Garden

## **OGILVY**

### ***Copywriter***

Lufthansa, New York State Tourism