

BRIAN P. METZGER

Copywriter in Chicago, IL

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EXPERIENCE

Copywriter at Instant Brands

Mar 2021–Present

Concepted campaign ideas and created digital, print, and social materials for Pyrex, Corelle, CorningWare, Instant Pot, and other Instant products.

Senior Copywriter at Mirum

Dec 2019– Mar 2021

Concepted and wrote digital activations for Intel, Omeprazole Orally Disintegrating Tablets, Nokia Mobile, and Unilever brands. Also created monthly social media content for Nokia Mobile and Yummy Dino Buddies.

Copywriter at Mirum

Feb 2017–Nov 2019

Wrote digital and social tactics for Unilever brands at various retailers, like Walmart, Sam's Club, H-E-B, CVS, and more. Brands included Axe, Dove, Hellmann's, Seventh Generation, Suave, TRESemmé, and more.

Copywriter at Geometry Global

May 2016–Jan 2017

Developed conceptual in-store activations for Kimberly Clark brands (Cottonelle, Depend, Kleenex, Poise, Scott Products and Viva Towels.)

Junior Copywriter at Arc Worldwide/

The Leo Burnett Group

Oct 2014–Apr 2016

Wrote shopper marketing materials like web banners, e-commerce pages and POS displays for P&G brands (Always, CoverGirl, Tampax, Vicks, and more.)

Copywriting Intern at Havas Worldwide

Jun–Oct 2014

Created scripts, direct mail pieces and other assignments from the comfort of my own desk, which was located in the building's lobby, by the elevators. No, seriously. Clients included AutoZone, Citibank, Cracker Barrel, Hefty and Reynolds Wrap.

EDUCATION

Chicago Portfolio School: Chicago, IL

2012–2013

Advertising–Copywriting

Bowling Green State University: Bowling Green, OH

2005–2009

BFA in Creative Writing–Focus in Fiction, Fiddled with Poetry

OTHER WRITING EXPERIENCE

Wood County Committee on Aging in

Bowling Green, OH

2010–2011

Facilitated a group of senior citizens through their personal writing goals, but usually let them talk off topic about the good old days.

Mid-American Review at Bowling Green

State University

Fall 2009

Assisted with selecting the written works for Mid-American Review volume XXX, number 1 and 2.

AWARDS

D&AD Student Awards

2013

Yellow Pencil Nominee

Bring Back Playtime Campaign