

BRIAN DENISON

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AWARDS

- The One Club For Creativity Denver, National ADDYs, OBIE Awards, Webby Awards, Effies, Reggies, Pro Awards and P2Pi.
- Work featured on Adweek, AgencySpy, and Ads of the World.
- Best Story Writer, Mrs. Pentacost's First Grade Class, '94.

EXPERIENCE

The Integer Group, Denver, CO — *Senior Copywriter* November 2016 – Present
Mars Wrigley, Kellogg's, P&G, Pepsi New Emerging Business, World Kitchen, Bacardi, Colorado Tourism and more.

Concepted, created and successfully sold large, national campaigns for M&M'S, Skittles, Snickers and others. Developed "Wildcard Pitches," empowering big, unexpected ideas to be presented outside of a client ask. Organized and emceed 300+ person events.

Brooklyn Boulders, Denver, CO — *Copywriter* June 2016 – September 2016

Scratched my entrepreneurial itch by going in-house and developing this unique, urban rock-climbing facility's first copy and style guide, official elevator pitch, creative workflow and other HQ processes. Partnered with Marketing Managers in New York, Chicago, and Boston to coordinate and execute numerous events, campaigns and internal initiatives. Beat revenue projections across all four facilities for Q3 2016 by creating an upgraded retail line, new promotions and collateral, and implementing SEO best practices.

Slingshot, Dallas, TX — *Copywriter* January 2015 – March 2016

Texas Tourism, Texas Motor Speedway, MoneyGram, American Home Shield, Ebby Halliday Realtors, Verizon and more.

Won Best of Show and increased TravelTex.com traffic by 50% after creating heated, beach-themed bus shelters that ran in cold, winter climates. Grew sales by 4% after simplifying language on the American Home Shield homepage. Recruited and mentored new talent, lead agency presentations, Q&A's, portfolio reviews and interviews with visiting students.

Johnson & Sekin, Dallas, TX — *Copywriter* August 2010 – December 2014

Raising Cane's, On The Border, Del Frisco's, Carry The Load, Caliber Collision, MetaWatch, Mary Kay, Freeman and many more.

Produced work that contributed to the agency nearly quadrupling in size, winning its first national award, and becoming Dallas' most awarded agency by the American Advertising Federation. Gained expertise working on several food/restaurant clients, including Raising Cane's, which won No. 1 Quick Service Restaurant Chain for 2012, beating Chik-Fil-A.

LatinWorks, Austin, TX — *Copywriter Intern* May 2010 – August 2010

Bud Light, Lowe's, Marshalls, Burger King, Domino's Pizza and Chevrolet

Created Hispanic-focused concepts during the time the agency won No. 9 on 2010's Ad Age Agency A-List. Wrote agency leave-behind, helping win the Chevrolet U.S. Hispanic Account. Selected from a 4-hour, 20-person competition to write and present a TV spot in front of 50 people from the agency to score the internship.

Door Number 3, Austin, TX — *Copywriter Intern* August 2009 – December 2009

Austin Humane Society, Blood Center of Central Texas, Premier Research Labs, Visit Fredericksburg, and The Alamo.

Wrote new website and two online videos for Austin Humane Society that resulted in a Gold ADDY, a 30% increase in monthly adoptions, 100% increase in holiday donations, nearly doubled regular online donations and was cited as an industry model by the national pet adoption software, PetPoint.

EDUCATION

University of Texas at Austin May 2009

Advertising, Texas Creative Sequence, Business Foundations Certificate

INDUSTRY INVOLVEMENT

- Board Member of The One Club For Creativity Denver
- One-to-One College Mentor Program
- Member of the American Advertising Federation

SMALL DATA

- 14ers Hiked 4
- Max MPH on a Snowboard 50.4
- Books Finished in 2018 64