

# JEFF TEPPER

## COPY SUPERVISOR

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BROOKLYN, NEW YORK

### WORK EXPERIENCE

#### + **COPY SUPERVISOR** APRIL 2021 - PRESENT HAVAS - [ NYC & CHICAGO ]

- + Clients: BIMZELX - Product Launch (UCB Derm: Psoriasis), RINVOQ (Abbvie Rheumatology), XHANCE (Optinose Nasal Polyposis)
- + Managing, supporting, and instructing creatives, concepting creative campaigns, annotating, routing, fact-checking, submitting in Veeva, creative project lead for tactics including: core visual aids, objection handlers, sales aids, etc.

#### + **COPY SUPERVISOR** FEBRUARY 2020 - APRIL 2021 BGB GROUP, INC. - [ NYC, NY ]

- + Clients: IMSENTYO - Unbranded DSA & Branded (GSK/EMD-Serono Oncology), CDPATH (Takeda Crohn's Disease)
- + Annotations, reference blocks, routing, digital, social, print, new business pitches, DSA website launch, style guide/brand book

#### + **SENIOR COPYWRITER** MARCH 2018 - FEBRUARY 2020 FCB HEALTH - [ NYC, NY ]

- + Clients: EUCRISA DTC (Pfizer-Dermatology), EPCLUSA HCP (Gilead-Hepatitis C), TECENTRIQ DTC (Genentech-Oncology)
- + Annotations, reference blocks, pushing routes, digital, social, TVC, print, experiential, pitches, launches, brainstorming, & concepting

#### + **SENIOR COPYWRITER** BBDO-ORGANIC [NYC] FEB 2017 - JUL 2017

- + Client: AT&T Entertainment

#### DROGA5 [NYC] JUL 2017 - MAR 2018

- + Clients: IHOP, Mail Chimp, Chase Financial, Virgin Mobile, Sprint, BMW
- + Writing, editing, revising, and proofreading copy for banners, social, print, video content, case study videos, client presentations, etc.

#### + **COPYWRITER** NOVEMBER 2015 - JULY 2016 ANOMALY [ NYC, NY ]

- + Clients: Captain Morgan, New York Life, Budweiser, Panera, Major League Baseball
- + Writing, editing, revising, and proofreading copy for banners, social, digital, TVC, print

#### + **CONTENT CREATOR** MARCH 2015 - JUNE 2016 PEZ CANDY, INC. [ ORANGE, CT -Working Remote]

- + Creating original short videos, animated GIFs, and still images for PEZ social accounts using stop-motion animation

#### + **COPYWRITER & CONTENT CREATOR** FREELANCE ANOMALY, ATMOSPHERE PROXIMITY BBDO, RAZORFISH, PUBLICIS [ NYC, NY ]

- + Clients: Samsung, LG Electronics, Dubai Tourism, Captain Morgan
- + Creating social content & animated GIFs, writing, editing, revising, proofreading copy for banners, social, digital, TVC, print, consumer guides, information articles, and CRM emails

### EDUCATION

#### + 2019-2021 **MBA: MARKETING** NORTHCENTRAL UNIVERSITY (NCU)

#### + 2015 **ADVERTISING** SCHOOL OF VISUAL ARTS (SVA)

#### + 2013-2015 **COPYWRITING & ART DIRECTION for ADVERTISING** MIAMI AD SCHOOL [ BROOKLYN, NY ]

#### + 2002-2006 **BACHELOR'S DEGREE** RUTGERS UNIVERSITY [ NEW BRUNSWICK, NJ ]

- + Major: American Studies - Minors: Art History & English

- + Honors Thesis: Graphic Novels and Comic Books in America

### PROFESSIONAL SKILLS & SOFTWARE

- + Adobe Suite (Photoshop, Illustrator, Premiere, etc.)
- + Microsoft Office Suite (Word, Excel, Powerpoint etc.)
- + Mac & PC proficient (Keynote, etc.)
- + Dragonframe, iStopMotion (stop-motion animation software)

- + Annotations, reference blocks, pushing routes
- + Managing and mentoring creatives
- + Writing and performing stand-up and sketch comedy

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