

KYLE DUNNE

CREATIVE LEADER, COPYWRITER

203.209.2353

kyledunne@gmail.com

LONG STORY SHORT

Seasoned copywriter and strategic creative leader with a passion for fresh ideas, innovative thinking and storytelling

STREET CRED

CATAPULT/ARC WORLDWIDE (Publicis) -CT/NYC

Associate Creative Director // April 2022-Present

- Head of writing team, mentor for junior creatives, lead national & global brand planning, collaborate with IAT across multiple brands.
- Pitched and won Heineken, Dos Equis, Beam & Lagunitas businesses.

Clients: Heineken, Amstel Light, Dos Equis, Lagunitas, Beam Suntory, Maker's Mark, Moët Hennessy

Senior Copywriter // January 2019-April 2022

- Led concepting and writing for integrated campaigns across massive Pernod portfolio.
- Pitched and won Mike's Hard/White Claw.

Clients: Pernod Ricard, Mike's Hard Lem., White Claw, Dunkin'

EPSILON AGENCY - Wilton, CT

Copywriter // 2017-2019

- Wrote across digital, social, print, OOH, video, etc.
- Helped lead creative IAT for Philips national planning.

Clients: Philips Norelco/Sonicare, Five Star, Nutrament, Juicy Juice, PurePoint Financial

BRAND CONNECTIONS - New York, NY

Junior Copywriter // 2016-2017

- Wrote for social, digital, print, OOH, radio, etc.
- Pitched and won SunnyD business.

Clients: Dunkin', Sensient Global, SunnyD, Dole Frozen Fruit, Vin Vault Wines, Rembrandt Toothpaste, Target

DOWN UNDER FITNESS - Fairfield, CT

Freelance Copywriter // 2015-2016

- Led company rebrand, created new website, wrote and designed social content.

SOUTHPORT BREWING COMPANY - Southport, CT

Manager/Social Media Coordinator // 2010-2016

3BALL PRODUCTIONS + 51 MINDS ENTERTAINMENT - Los Angeles, CA

Key Production Assistant // 2008-2010

FOX, ABC, VH1, ABC Family, Animal Planet

CREATIVE STUFF

Portfolio // www.kyledunne.com

Social Media Project // [My Dad Genes](#)

ADDED VALUE

- +Conceptual writer, presenter, creative leader
- +Proven mentor for junior talent
- +Challenger of status quo
- +Builder of strong client relationships
- +On brief, on strategy, on time for meetings
- +Exp. w/ print, digital, shopper, social, experiential, BTL, ATL, TTL
- +Uncanny ability to balance ping pong & work
- +Word guy who knows Photoshop

LET'S GET SOCIAL



twitter.com/KyleADunne (I still call it Twitter)



linkedin.com/in/kyledunne



instagram.com/kyledunne/

THE SCHOOL PART

SUFFOLK UNIVERSITY

Boston, MA

B.A. English // Cum Laude

Minor: Film Studies