



(joseph peltier)

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New York, NY

EXPERIENCE :

rokkan/razorfish **associate creative director, copy**

/ Nov. '19 - Now

Leading the writing, concepting, & production of 360° campaigns for global & national brands.

Mentoring & training creative teams by providing insight & constructive critique.

Maintaining a high caliber of craft from conception, through production, to release.

Pitching & presenting work that pushes brands while meeting their business goals.

freelance copywriter

/ Jul. '18 - Nov. '19

Copywrote for independent clients with a wide range of needs & expectations.

goodby silverstein & partners

copywriter intern / Jan. '18 - Jun. '18

Concepted & produced ideas across major platforms for high-budget campaigns.

fact & fiction, llc

junior copywriter / Oct. '17 - Jan. '18

Engaged brands in cultural flashpoint moments with immediate turnaround.

fear not, llc

copywriter intern / Aug. '16 - Jul. '17

Pitched new business while also managing social performance for national clients.

EDUCATION :

UNIVERSITY OF COLORADO *At Boulder*

BA : cultural anthropology

Emphasis on class, consumption, & capitalist culture

BSJ : creative advertising

Emphasis on campaign concepting & copywriting

SKILLS :

Writing – creative, branded, broadcast, web, & editorial,

Creative problem solving, design aesthetics, evaluating & improving upon concepts,

Leading teams and mentoring while collaborating across agency disciplines,

Client-facing presentation & selling in ideas,

Expertise in content for all major social media platforms – TikTok, Instagram, Facebook, etc.,

Creative strategy – engaging with ongoing, living culture & tapping into it for brands,

Adobe Creative Cloud – Photoshop, Illustrator, InDesign, After Effects,

MSoftware & iWork – Word / Pages, Keynote / PowerPoint, Excel, iMovie.