

# **Dave Keener: Copywriter & Creative Director**

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- Strengths: writing like a human being, explaining complicated products, originality, visual storytelling, humor, creative leadership.
- Category experience in renewable energy, financial services, Medicare, pharma, entertainment, hospitality and many others.
- Experience in brand, B2B, CRM, video, social media, email and print.
- Recognized by One Show, AdWeek, The Addys and others.
- Led multiple accounts and an entire creative department.

## **Copywriter-In-Chief, Copy for the People (Sole Proprietor)**

**New York, NY | June 2021 – Present**

Clients: Our Next Energy (ONE), Healthpilot, Gannett/USA TODAY, Audacy, Momentum, Brunswick, Dune7.

- Developed first marketing messaging for electric vehicle battery startup.
- Turned highly technical documents, research and interviews with engineers into B2B copy.
- Wrote and provided creative direction for Our Next Energy's website, marketing brochure, sales sheets, trade shows, videos and social media.
- Wrote educational articles (SEO), social posts, emails, video and website copy for Healthpilot, an online marketplace for seniors seeking Medicare plans.
- Deployed thorough knowledge of Medicare rules, benefits and federal marketing regulations.
- Co-created Healthpilot's CRM strategy.

## **Creative Director, MRM/McCann**

**New York, NY | April 2018 – March 2021**

Clients: Cigna, Samsung, USPS, Lysol.

- Led creative for Samsung Mobile global CRM and Cigna direct response/digital for seniors.
- Pitched and won Lysol account, creating winning campaign idea.
- Provided creative direction on the USPS "New Routes" enterprise campaign.

**Creative Director, iCrossing**  
**New York, NY | September 2014 – March 2017**

Clients: Amazon, TD Bank, Voya, DIRECTV, Humana, Avon, Daily Burn.

- Created Amazon recruiting campaign “What Do You Flex For?” and led creative.
- Created TD Bank “Rolling Renovation,” a 71-stop tour named “Best Passion Platform” in iCrossing’s global network.
- Served as interim Executive Creative Director from Nov. 2016 to Jan. 2017.

**Creative Director, Grey Advertising**  
**New York, NY | March 2012 – August 2014**

Clients: Volvo, AARP, Robitussin, Hess Toy Truck, Ally Bank, DIRECTV.

**Creative Director, Ogilvy & Mather**  
**New York, NY | June 2005 – September 2011**

Clients: Time Warner Cable, TD Ameritrade, Six Flags, Siemens.

- Created “Barbecue Boys” campaign for Time Warner Cable Texas.
- Web Marketing Assoc. WebAwards 2007, Six Flags – Best Website (Family).
- Silver Addys (New York and District) 2007, TD AMERITRADE – Interactive Campaign.

**Senior Copywriter, TBWA\Chiat\Day**  
**New York, NY | April 2001 – May 2005**

Clients: Aricept, ABSOLUT, NEXTEL, Cadbury, NYC Board of Education.

Bronze Pencil, One Show Interactive 2003 & 2002, ABSOLUT Vodka.

**Associate Creative Director, US Interactive**  
**New York, NY | June 1997 – September 2000**

Clients: Adidas, Royal Caribbean, Network Solutions, The Ad Council.