**JONATHAN FINERTY**

Creative Director/Copywriter

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# SUMMARY

# More than just a compelling storyteller…a creative problem-solver with over 18 years of experience creating content that builds brands, connects customers, and inspires action.

# AREAS OF EXPERTISE

Creative Direction | Strategy | Copywriting | Photography | Video & Audio Production

# WORK EXPERIENCE

Moveo (contract position) 06/19 – present

# Associate Creative Director

* Writing copy for print ads, websites, digital banners, radio, TV, billboards and more
* Assisting with video production (planning, filming, editing, talent selection)
* Clients include Amita Health, Molex, Keck Medicine of USC, Mitutoyo and Provisur

Centric Digital (contract position) 10/18 – 06/19

# Creative Consultant

* Developed copy and strategy for Humana Specialty Pharmacy website
* Researched and wrote descriptions for medications and chronic conditions
* Wrote/produced video testimonials and infographics to support patient journey
* Worked with Google Analytics, Google AdWords, and SEO optimization

Newark 03/15 – 04/18

# Creative Manager

* Developed content & strategies for internal/external marketing efforts
* Worked with UX team to optimize mobile apps and ecommerce capabilities
* Wrote and produced product videos, banner ads, social media posts and more
* Worked with electronics manufacturers to develop strategic campaigns

bswift 03/13 – 07/14

# Creative Director

* Established/managed in-house production department
* Managed team handling internal and external clients
* Created explainer videos for healthcare industry
* Collaborated with UX team on decision-support applications

icrossing 02/12 – 02/13

# Associate Creative Director

* Developed content for web, print, video, audio
* Managed creative team of writers and designers

- Wrote copy for a variety of clients and media

- Created multiple winning new-business pitches

Rewards Network 01/11 – 01/12

# Senior Copywriter

* Developed creative for restaurant owners and diners
* Provided video, audio, and photography services
* Produced motion-graphic product explainer videos
* Created personalized microsites for restaurant-owners

Whittmanhart 08/07 – 08/09

# Senior Copywriter

- Produced award-winning digital experiences for Harley-Davidson, SC Johnson, and Sears

- Created viral videos and social media campaigns

- Engaged in strategy sessions and creative planning

RPM Advertising 04/05 – 04/06

# Senior Copywriter

- Wrote copy for print, web, radio, television and OOH

**-** Assisted with in-house production of commercials

* Provided original music and voice-overs for radio
* Clients include Horseshoe Casino, White Hen & more

Draft/FCB 05/04– 02/05

**Copywriter**

* Created compelling copy and strategic solutions
* Implemented brainstorming and strategy sessions
* Concepted multiple winning new business pitches
* Clients: State Farm Insurance, M&M’s, CMS and more

# EDUCATION

**Indiana University**, Bloomington, IN Graduated August, 1997 – B.A. Journalism

(Concentration in Advertising, GPA 3.0, Minor in English)