



Jill Whysel

Creative Director / Senior Copywriter



Bag o' tricks —

- concept development
- integrated marketing
- branding + identity
- content strategy + development
- creative direction
- digital marketing
- direct response
- video + broadcast
- copywriting
- social media
- loyalty marketing
- events/experiential

Most recently curious at BlackWing Creative, Contract ECD/CD

Client side —

To truly know a client's pain is to walk in their shoes. Part Puma, part Prada, at the end of the day for me it's about building brands and driving measurable results with wit and style.

Salesforce •Perricone MD •Morgan Stanley (NY) •CIBC World Markets (NY) •Muriel Siebert & Co. •Sugarbush Resort (VT)

Agency —

From mineral water to overpriced java, I can sing in any brand voice and belt out commanding creative that's never watered down or too bitter.

•Razorfish •Ogilvy •Publicis •Tribal DDB •Digitas •Organic •Grey (NY) •BlackWing Creative •Ready State •Modem Media
•Carlson Marketing Group •Bigfoot Interactive (NY)

Freelance —

Sometimes a bridesmaid, sometimes a bride; you don't have to get hitched to help a business find their voice and engage their audience.

Yahoo! Small Business •Adobe •Unisys •Autodesk •WANdisco •American Red Cross •Charles Schwab •Jamba Juice
•Men's Wearhouse •Microsoft Xbox •Oracle •Quaker Oats •Standard & Poor's •Verizon Wireless •Coyuchi •Fiserv •Martin
Group SF •Cendant Corp

Curiosities —

- Snagged four Addy Awards (3 Silver, 1 Bronze) for Calistoga and Sprint work
- Developed Sprint's "You are the hotspot," their most successful direct response campaign to date
- Creative Directed World Wildlife Fund's first digital newsletter, featured in Chronicle of Philanthropy
- Published in Marketing Magazine: "The Web offers a way to 'sell' complex financial products without a sales pitch."
- Former Wall Street stockbroker (registered representative) for Morgan Stanley

The checkered past —

Curious Unlimited, Principal/Senior Creative Director, 2009-Present
Razorfish, Associate Creative Director 2008-2009
Ogilvy West, Senior Copywriter 2006-2008
Publicis, Senior Digital Copywriter 2005-2006
Tribal DDB; Modem Media; Morton Creative, Freelance Copywriter 2005
Carlson Marketing, Senior Strategist/Copywriter 2004
Carlson Marketing, Senior Strategist/Copywriter 2004
Independent Consultant, 2003
Sugarbush Resort, Marketing Director 2002

Academically speaking —

SVA, Copywriting • Washington College, B.A. Honors, English • Bennington College, Literature

★ "Director's cut" resume furnished upon request.

