



Charlie Berger Schneider

COPYWRITER

Experience

DIGITAS HEALTH

Copywriter • New York • 2015-2016

Created content for Rebif (EMD Serono), an MS drug, and MS LifeLines, its support program. Content included websites, newsletters, emails, banner ads, YouTube videos, brochures, and Facebook. MS Lifelines Facebook was nominated for 2015 OMMA. Contributed to conceptual and day-to-day work for Diabetic Blindness (Genetech), Synthroid (AbbVie), and Auvi-Q (Sanofi).

WUNDERMAN

Freelance Copywriter • New York • 2014-2015

Created branded content for the re-launch of over-the-counter Flonase. Content was featured in banner ads, page takeovers, direct marketing emails, and the redesigned website. Collaborated to build big idea social media outreach via video web series and branded tumblr.

MRY

Freelance Copywriter • New York • 2014

Produced campus outreach campaign for Spotify including flyers, postcards, emails, branded playlists and pop-up event tents.

TAXI

Freelance Copywriter • New York • 2014

Promoted Mohegan Sun events with billboards, magazine advertisements and email outreach. Created banner ads to promote the introduction of Gevalia coffee K-cups.

DOREMUS

Freelance Copywriter • New York • 2013

Brand development on Visa, CFA Institute, BNYMelon, Sunlife Financial, Mar's Drinks and O-I.

LBi

Intern Copywriter • New York • 2012

Created copy for Tuck's, K-Y, Skype, and Kindle on TV, email and banner ads.

DRAFT FCB

Intern Copywriter • New York • 2012

Produced ads for Oreo, Busch Gardens and Delta including billboards, social media and TV.

Education

Miami Ad School

Miami, FL/ New York, NY • 2011-2013

Copywriting

Pennsylvania State University

University Park, PA • 2008

Minor in Political Science

Bachelor of Arts in both Journalism/Advertising

Skills

Copywriting

Advertising • Lyrical • Fictional • Factual • Digital

Journalism

Investigative • Food • Entertainment

Technical

Pop Culture Omniscient/Omnipresent

Adobe Creative Suite • Microsoft Office