

COREY ANDREW POWELL
Copywriter/Creative
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Professional Experience

Copywriter-Freelance, Marching Ant Interactive, Jersey City, NJ. August 2005 – Present. Creative Copy and Interactive media web content for diverse clientele including; beauty, tech, and software products. Additionally developed copy for product branding and product descriptions of novelty software downloads.

Copywriter-Freelance, Music Choice, New York, NY. January 2005 - August 2005. Creative Copy for Interactive media web content and concepts for; product branding, television and print spots for Radio Disney, Sprint PCS consumer cell phones, and Music Choice brand consumer products. Creative and administrative copy for Music Choice On air/Off air promotions, program guides, music channel descriptions, client sales pieces, and direct marketing pieces for cable television affiliates/customer service usage.

Copywriter-Freelance, Sony Music, New York, NY. December 2003 - April 2004. Product branding and packaging, national consumer advertisements; print, television, and radio for major Sony music artists and their subsidiary labels including; Columbia, Epic, Sony Classical, Sony Legacy, Sony Gospel. Additionally created copy for various leading institutional honorary awards organizations including **Rock the vote** and **Musicares**.

Copywriter-Freelance, Human Relations Media, Mt. Kisco, NY. February 2002 – December 2002. Per project basis with acclaimed film director, John Young (Strand Distribution). Multiple responsibilities included; production of original copy, music, and lyrical content for placement within educational health films for the New York City School system targeting adolescent/teen subject matters, served additionally as Associate Casting Director.

Copywriter-Freelance, Prime Access Advertising, New York, NY. June 2001 (Project basis). Creative copy and internet banners for novelty/entertainment client targeting special interest groups, specifically the Black, Hispanic, Gay, and Lesbian markets.

Creative Assistant, Young & Rubicam, New York, NY. November 1998 - May 2001. Responsibilities included; administrative and creative production, assisted senior creative team with advertising specs and finals for television, radio, and print campaigns, assisted Senior and Junior Copywriters with the input of text and formatting of storyboards, ordered and distributed art department supplies, light clerical and reception duties, researched topics and themes in preparation of client pitches, administered business reimbursements for creative team in conjunction with the internal expense controllers, coordinated travel arrangements, travel budgets and prepared post production expense reports.

Education:

Advertising Design/Photography, Mercer County Community College, West Windsor, NJ. 1994 -1996.

Sound Production for Television and Film, School of Visual Arts, New York, NY. Fall 2000.

Adhouse, Copywriting Intensive, New York, Winter 2000 - 2001.

Computer Skills: MS Word, Working Knowledge of Quark Xpress, Photoshop,

Additional Interests: Performing Stand-Up Comedy, Guitar, Songwriting, Traveling.

*** As a Stand Up Comedy performer I have performed on the hit television show BET's Comic View and top New York comedy club stages including Caroline's, Stand Up New York, and Gotham Comedy Club.**