



I grew up in the advertising industry, writing campaigns for some of the most well-known brands at award-winning agencies throughout the country, including my own. Now that the agency world has evolved, I see opportunities to use my past experiences in new and completely different ways. I'm open to anything. Let's talk.

### Contact



[stefanizellmer.com](http://stefanizellmer.com)



[stefanizellmer@gmail.com](mailto:stefanizellmer@gmail.com)



512.565.9094

### Education

#### The University of Texas

Bachelor of Science in Advertising

**Texas Creative Program**

### Awards

#### Kelly Award

Client: Shimano

#### Clio Award

Client: The Santa Monica  
Museum of Art

Web Marketers Association  
**"Best Integrated Campaign"**

Client: Central Texas Regional  
Mobility Authority

### Freelance Creative Director

#### **PR Hacker**

October 2018 - February 2019

- ◆ Manage an 8-person creative team consisting of designers and content writers
- ◆ Strategize, write and execute new business pitches
- ◆ Craft PR stories for a roster of national and global clients
- ◆ Manage clients across a full array of marketing services

### Chief Creative Officer

#### **Zellmer McConnell, Austin**

August 2013 - April 2018

- ◆ Pitched and won high-profile accounts against larger, more established firms, such as the Central Texas Regional Mobility Authority (MoPac Express Lanes) and City of Austin (Turn Around Don't Drown)
- ◆ Managed a 12-person marketing team of research consultants, media planners, digital strategists, web developers, designers and writers, as well as video and post production companies
- ◆ Led the team to create a campaign for the MoPac Express Lanes that won Best Integrated Campaign from the Web Marketers Association

### Co-Founder / Creative Partner

#### **The Swizzle Collective**

September 2009 - October 2011

- ◆ Served as creative director, writer and producer on all accounts
- ◆ Conceptualized and managed the design and development of the agency's website, which won an Austin Addy in 2010
- ◆ Led graphic designers in creating a unique logo for the agency, which also won an Addy in 2010
- ◆ Received a heart-warming compliment from Ballet Austin's Artistic Director Stephen Mills, who told me I was the only writer who'd ever truly captured his voice

### Associate Creative Director / Writer

#### **GSD&M, Austin**

October 2005 - November 2007

- ◆ Was relocated from New York to develop and oversee creative for a group of accounts that included Southwest Airlines, Walmart, World Market and Norwegian Cruise Line
- ◆ Helped develop strategies and creative for new business pitches
- ◆ Wrote hundreds of scripts, not exaggerating



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## Continuing Ed

### Fiction Writer's Workshop

**September 2016 - Present**

MFA-type program for writers of short stories and novels-in-progress

## Publications

### **Victim Magazine**

Poetry and Essays

### **The Statesman**

Personal Essays

### **The Monarch Review**

Short Fiction

### **Hunger Mountain**

Narrative Essay

### **The Rumpus**

Creative Nonfiction

## VP, Creative Supervisor / Copywriter

### **Mullen Lowe**

October 2003 - October 2005

- ◆ Developed and oversaw creative campaigns for Johnson & Johnson
- ◆ Developed strategy and creative for new business pitches
- ◆ Managed and supervised broadcast production for both J&J and O.B.

## Senior Writer

### **Ogilvy**

October 2001 - April 2003

- ◆ Relocated from Los Angeles to work on AT&T Wireless and AmEx
- ◆ Conceptualized and wrote hundreds of scripts for AT&T Wireless
- ◆ Supervised production of broadcast spots for AT&T Wireless
- ◆ Pitched in on smaller assignments for various CPG clients

## Copywriter

### **GroundZero**

- ◆ Conceptualized and wrote campaigns for a range of clients, including Activision, Jane Cosmetics, Gloss.com and Lucy Athletic Apparel
- ◆ Pitched and won the Lucy.com account for the agency
- ◆ Conceptualized and wrote stories about the fictional character, Lucy of Portland, based on Lucy.com's Portland roots as an off-shoot of Nike

## Copywriter

### **Crispin, Porter & Bogusky**

- ◆ Conceptualized award-winning campaign for Shimano
- ◆ Worked on the written RFP response for the Florida Anti-Tobacco account, the historical account resulting from Anti-Tobacco legislation
- ◆ Conceptualized and wrote anti-tobacco ads for the Truth campaign, a campaign that is credited for reducing the smoking rates of teens by 8% in its first two years
- ◆ Conceptualized campaigns for a range of clients, including *Bike Magazine*, Caterpillar Boots, Shimano cycling shoes, Cox Media and Cunard Cruise Line
- ◆ Worked directly under the tutelage of Alex Bogusky, where I learned the smartest lessons of my career