

# Drake Garnitz

## Copywriter & Storyteller

Email: 1drakewrites@gmail.com

Portfolio: drakewrites.com

### **FREELANCE**

#### **Senior Copywriter**

2023-Present

- Ad Agency On Call: Replenza, CopperFit USA  
Created concepts and copy for social media, websites, and trade ads.
- The Giving Spirit (LA nonprofit to help the homeless)  
Created copy for social media, emails, and direct marketing letters.

### **STORYTELLER**

2024-Present

- The Moth: Writing and performing live, five-minute personal stories for that evening's selected theme.

### **JEWISH FEDERATIONS OF NORTH AMERICA (JFNA)**

#### ***Creative Director/Copy***

2014-2023

Created concepts and copy for B2B, B2C, social media content, video, print, websites, events, onsite branding, speeches, articles, direct marketing, mentored junior writers and directed freelancers – in other words the whole enchilada!

### **FREELANCE**

#### **Senior Copywriter**

- Deare 2 Marketing: Entertainment Weekly, American Museum of Natural History.
- Healthfirst New York: Healthfirst health insurance advertising and direct marketing

### **AMERICAN EXPRESS (In-house Agency)**

#### **Contractor**

As lead copywriter, I helped to create direct marketing and digital campaigns for financial and insurance Card products and services including; Travel, Rewards, Merchants, Small Business Services (OPEN), Corporate, Co-Brands and more.

### **BLUE WORLDWIDE**

#### **Associate Creative Director**

Copywriting and concepting for all agency accounts including: Columbia University, Hollywood Video, and True Beginnings. I co-created and wrote all copy for the Columbia University 250th Anniversary Campaign which achieved an exceptionally high response rate. Additionally, I provided direction to freelancers and mentored junior creatives.

### **EARLE PALMER BROWN**

#### **Senior Copywriter**

The Learning Channel, Tumi, Madison Square Garden

### **OGILVY**

#### **Copywriter**

Lufthansa, New York State Tourism