

JUSTIN M. SANDERS

SENIOR COPYWRITER

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CAREER HIGHLIGHTS

Super Bowl shoot with Snoop Dogg.
CGI rapping panda bears.
Became the first mainstream advertiser to try porn.
Publicly broke up with Facebook.
Invented 2016's hottest burrito accessory.
Met the fluffy white cat from Fancy Feast.
Sold first TV spot as an intern.
Wrote a whole bunch of ads.

SKILLS

Copywriting, Copyediting, Creative Direction, Video/Audio Editing, and Video Production.

EDUCATION

University of Nevada, Reno
Bachelors in Marketing
Chicago Portfolio School
Copywriting

INTERESTS

Sourdough bread baker.
Craft beer brewer.
Mediocre juggling skills.

WORK EXPERIENCE

Eat24->Yelp->GrubHub | San Francisco | Sr Copywriter

2012 - 2018

- Founded Eat24's iconic voice, tone, and style.
- Wrote and produced a Super Bowl spot featuring Snoop Dogg and Gilbert Gottfried.
- Conceptualized low-cost marketing stunts that increased awareness and traffic to Eat24 by 2,500%.
- Integrated Eat24's voice and writing across multiple successful campaign channels offline and online.
- Managed and led copywriting for Eat24's blog and social channels, tripling growth on Facebook, Twitter, and Instagram and quintupling blog traffic.
- Adapted to two major corporate acquisitions (Yelp in 2014 and GrubHub in 2017), consistently providing top level work.

Miami Ad School | San Francisco | Writing Instructor

2015-CURRENT

- Enabled students to develop their unique voice through writing exercises and spec work.
- Advised students on salary negotiation, interview tips, and how to break in the industry.

Siltanen & Partners | Los Angeles | Copywriter

2011-2012

- Developed successful TV, radio, and outdoor ads for national clients like Panda Express, Suzuki Motors, Sketchers, and Epson Printers.

Leo Burnett | Chicago | Associate Copywriter

2009-2011

- Wrote emails, banners, contests, and videos for Pro Plan, Friskies, Fancy Feast, Nintendo and Coca-Cola.

Cramer-Krasselt | Milwaukee | Associate Copywriter

2008-2009

- Pitched, sold, and produced my first TV spot for Rayovac and Disney.