



OBJECTIVE

Write. Concept. Create.

EDUCATION & HONORS

Indiana University - Bloomington College of Arts and Sciences

1. *BA in Telecommunications*
 - Graduated with Honors
2. *BA in Individualized Major Program*
 - Graduated with Honors
 - Created own major studying Screenwriting, TV & Film, Theater, Photography, and Fine Arts

UCLA – Los Angeles, CA Continued Studies Program *Studied TV Script Writing*

Upright Citizens Brigade Improvisation Program *Graduated in 2010*

CONTACT

323-351-1798

@WattsSoFunny

BrianHeathWatts@gmail.com

PROFESSIONAL EXPERIENCE

GoDaddy |(remote)

Copywriter | Jan 2017- present

Write banners, name products and their descriptions, brochures, websites, social, etc.

Australian Gold | Indianapolis, IN

Freelance Senior Copywriter | Jan-Mar 2017

Create copy and campaign for their new Botanical line of lotions

Momentum | Chicago, IL

Copywriter | 2016

Write recipes on Pinterest and create campaigns for Nabisco

Lunchbox | Los Angeles, CA

Copywriter | 2015

Write banner ads and conceptualize marketing campaign for Purina

VCG-Catapult | Los Angeles, CA

Copywriter | 2013 – 2015

-Frequently present creative concepts to the client

-Solely responsible for writing and overseeing all marketing materials for our clients Wild Oats and fresh&easy, including monthly brochures, all in-store POS, weekly flyers and email blasts, website updates, radio billboards, infographics and animated online videos

-In charge of new business pitches, which included writing the emails, portfolio presentations and concept unique, creative approaches

Freelance Copywriter | Los Angeles, CA

Sport Chalet | 2012 – 2014

In charge of all copy including Emails, Social Media Status Updates, Blogs, Radio Ads, OOH, Store Banners, Digital Web Banners, Product Descriptions and Gear Guides

Islands Restaurants

-Write "100 Rules for the Beach" for their Social Media, website and restaurant décor

-Write all Radio spots to advertise for new restaurant openings across several states

Billabong

Re-write website and product descriptions to be more SEO successful

Senior Copywriter | San Diego, CA

Creative Fusion | 2013

Write brochures, pamphlets, in-store and POP for Qualcomm and LG

Davis Elen Advertising | Los Angeles, CA

Copywriter | 2011 – 2012

Conceptualize and pitch clear campaigns within briefing guidelines for clients such as Toyota, McDonald's, GreatCall, Walmart, and Zynga

Craig Murray Productions / mOcean | Burbank, CA

Executive Assistant | 2008 - 2009

Assisted in presentations and writing taglines for many clients including Universal, WB and Paramount