

TJ Rapach

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Copywriting | Integrated Campaigns | Direct Response | Creative Leadership

PROFESSIONAL EXPERIENCE

Seasoned Creative Director with more than 15 years leading narrative creation, identity evolution, and multi-channel initiatives for major corporations like McDonald's, Coca-Cola, and United Airlines, as well as purpose-driven healthcare providers. Skilled in designing end-to-end user journeys across online, community, and interactive platforms to foster meaningful bonds, audience interaction, and quantifiable returns. Demonstrated success guiding creative teams, nurturing connections, and providing insight-based concepts that support organizational aims. Acknowledged for refining voice and tone, improving initiative results, and enhancing retention via tactical narrative and interactive promotion.

CORE COMPETENCIES

- Copywriting (Long- and Short-Form)
- Voice and Tone Development
- Brand Storytelling and Messaging Strategy
- Competitive Analysis and Core Positioning Statements
- Brand Guidelines and Identity Design
- Content Strategy

SELECTED ACHIEVEMENTS

- **Drove Revenue and Engagement:** Quadrupled My Coke Rewards membership from 5M to 20M+ by leading brand voice, visual identity and digital/in-store promotions, enhancing customer loyalty and revenue growth.
- **Boosted Campaign Performance:** Increased Monopoly at McDonald's participation from 800K to 4M+ players with 73M game plays through integrated digital, social, and retail campaigns, earning multiple Tempo, Promo and Echo Awards.
- **Expanded Experiential Footprint:** Grew United Airlines' account through high-impact experiential campaigns, including PGA Tour, Tribeca Film Festival and Polaris Business Class tours, transforming sponsorships into immersive brand experiences.
- **Led High-Performing Teams:** Mentored creative teams at tms and Momentum to deliver award-winning campaigns, producing video, mobile and in-store content that exceeded client expectations and agency benchmarks.

PROFESSIONAL EXPERIENCE

Freelance Senior Copywriter & Conceptor

True North Healthcare Marketing | Remote | 2025 – Present

Clients: Sentara Hospitals, MaineHealth Hospitals, and Leading Healthcare Providers

- Developed brand-defining copy and scripts for high-impact healthcare campaigns, including hospital openings and wellness specialties (orthopedics, cancer care, emergency services, maternity, cosmetic surgery), creating emotionally connecting taglines, voiceovers, and treatments that elevated patient trust and brand identity.
- Wrote sharp, SEO-aligned copy for multi-channel executions (digital, social media, TV commercials, OOH, direct mail, print), optimizing for donor engagement and wellness consumer activation in high-growth environments.
- Collaborated remotely with creative and strategy teams to concept and refine storytelling that aligned with health marketing goals, ensuring cohesive, resonant narratives across touchpoints.

Creative Director

tms | Chicago, IL | 2017–2025

Clients: McDonald's, Ronald McDonald House Charities, Amp't Tech Suite

- Directed brand voice and content strategy for McDonald's U.S., driving engagement and sales through integrated campaigns across digital, mobile and in-store channels, earning multiple Feel-Good Design Awards.
- Optimized customer journeys by collaborating with cross-functional teams, ensuring consistent, compelling messaging across physical and digital touchpoints.
- Developed mobile-first promotions and digital activations, surpassing sales targets and enhancing campaign ROI.
- Created video and collateral materials for global leadership initiatives, including "The Power of You" conference, aligning brand culture and executive messaging.

Creative Director

Momentum Worldwide | Chicago, IL | 2013–2017

Clients: United Airlines, Mondelez, USGA

- Led experiential marketing campaigns for United Airlines, including Polaris Business Class and uniform tours, enhancing brand storytelling and customer engagement across national and global platforms.
- Expanded sponsorship activations at PGA Tour, Tribeca Film Festival and United Center, driving brand visibility and account growth through immersive experiences.
- Strengthened loyalty engagement by establishing MileagePlus Exclusives as a premium channel, delivering high-value customer experiences through targeted content.

Creative Director

The Marketing Store (now tms) | Chicago, IL | 2005–2013

Clients: Coca-Cola, Infiniti, Shell, McDonald's, L'Oréal

- Quadrupled My Coke Rewards membership to 20M+ by leading creative strategy, brand voice and digital promotions, boosting loyalty and engagement.
- Grew Monopoly at McDonald's from 800K to 4M+ players through integrated digital, social, and in-store campaigns, earning multiple industry awards.
- Enhanced digital and retail brand presence for Coca-Cola, Shell, and L'Oréal, aligning messaging with consumer behavior and brand goals.

Associate Creative Director

141 Worldwide (Davidson Marketing) | Chicago, IL | 2002–2005

Clients: Jim Beam Brands, Microsoft, Kraft, Kellogg's, SC Johnson

- Supported integrated marketing campaigns, delivering compelling copy and creative solutions to drive brand engagement and sales.

Copywriter

FCB/Impact | Chicago, IL | 2000–2002

Clients: Stouffer's, Lean Cuisine, Nestlé Ice Cream

- Crafted engaging copy for B2C and B2C campaigns, contributing to brand visibility and consumer activation across print, retail and digital channels.

EDUCATION

Bachelor of Science in Advertising

University of Illinois at Urbana-Champaign

TECHNICAL SKILLS

- Software: Microsoft Office (Word, PowerPoint), Adobe InDesign, Adobe Photoshop, Keynote, Figma
- Proficiencies: Content Management Systems (CMS), SEO/SEM, Campaign Analytics, Social Media Platforms, AI-Driven Content Tools