

# Danny Zillmer

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## WORK EXPERIENCE

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### Razorfish (acquired Formerly Known As in late 2023)

January 2024 – Present

Senior Copywriter

Chicago, IL

- Collaborating with the creative team to create paid social media and digital display creative for Audi of America.
- Working with members of the creative, account management, and strategy departments to pitch new business and expand the scope of business with existing clients like Volkswagen Group of America and prospective clients like Stellantis.

### Formerly Known As (acquired by Razorfish in late 2023)

March 2022 – December 2023

Senior Copywriter

Chicago, IL

- Crafted copy and creative executions with the Senior Art Director and Creative Director while serving as the creative agency of record for Pop-Tarts. Executed and ideated on integrated campaigns featuring television and online video commercials, experiential events, paid social media, organic social media, and more. Managed mid-level creative team and creative interns.

### Cashmere Agency

March 2021 – March 2022

Copywriter

Chicago, IL

- Wrote towards and ideated on paid and organic social media for Google's digital distribution service Google Play. Developed social media content that leaned into the interests of Android users and larger cultural moments with agile and real-time opportunities.
- Created paid social media, organic social media, and experiential executions for the fast-food restaurant chain Jack in the Box while collaborating with a Senior Art Director and implementing feedback from the Creative Director.

### Leo Burnett, FCB, Havas, Vimeo, VML

October 2018 – March 2021

Freelance Copywriter

Chicago, IL

- Crafted work in a wide variety of mediums for a range of different brands, including digital work for Kellogg's, digital work for telecommunications provider Cox, video work for the video sharing and hosting platform Vimeo, television, online video, and direct mail work for Citibank and American Airlines.

### Mekanism

August 2017 – October 2018

Freelance Copywriter, Junior Copywriter

Chicago, IL

- Wrote and sold television and online video scripts for MillerCoors' Redd's line of beer. Worked with Art Directors, Creative Strategists, and Creative Directors to create integrated executions for other MillerCoors offerings.
- Helped with new business pitches and concepting for brands like Papa Murphy's, Muscle Milk, and Cottonelle.

### VSA Partners

June 2017 – August 2017

Copywriter Intern

Chicago, IL

- Worked with Senior Copywriters, Senior Art Directors, Creative Directors, and other members of the agency team to create experiential and out-of-home work for Chicago's Museum of Science and Industry.
- Assisted with writing and creative concepting for clients like the online retailer Hayneedle.com, Dairy Farmers of America, and Goose Island.

## EDUCATION

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### Chicago Portfolio School

March, 2017

Copywriting

Chicago, IL

### University of Illinois

May, 2015

BS, Advertising

Urbana-Champaign, IL

## VERTICALS

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Automotive, consumer packaged goods (CPG), snack food, food and beverage, technology, gaming, foodservice, quick-service restaurants (QSR), financial services, telecommunications, tourism.