

# CHRIS JANSMA

## I'M AN ASSOCIATE CREATIVE DIRECTOR

who still loves to write. I've never been scared to start a sentence with a preposition. And I have strong opinions on the proper use of the Oxford Comma.

## WHAT I'VE BEEN UP TO

### ASSOCIATE CREATIVE DIRECTOR | YOUNG & RUBICAM CHICAGO

*February 2010 to Present*

I regularly deliver work in broadcast, radio, OOH, print, non-traditional, and event on top of all the usual digital rigmarole; site, social, banner, rich media, content, and mobile work.

I lead a 14 person digital department that I helped build. I helped grow digital revenue to over \$3 million in 2010. Won Y&R Chicago's first, and second, ever FWA award. Helped create a new approach for the agency by integrating the traditional side with the digital. And convinced my entire team to wear ugly sweaters at our last Christmas party.

I worked on several new business pitches, winning Kenmore, Dave & Buster's, and Chamberlain College of Nursing.

**CLIENTS:** Sears, Craftsman, Kenmore, Hotels.com, Dave & Buster's, Giant Eagle, Einstein Bagels, Chamberlain College of Nursing, New Business.

### COPYWRITER | ARC WORLDWIDE / LEO BURNETT CHICAGO

*April 2008 to February 2010*

I began on the Purina team at Arc Worldwide but branched out to work on projects for both Arc Worldwide and Leo Burnett.

I worked on several new business pitches and won Norton Antivirus.

**CLIENTS:** Purina, Beneful, Pro Plan, Fancy Feast, Friskies, Norton, Raytheon, McDonald's, New Business.

### COPYWRITER | BEAM INTERACTIVE, BOSTON

*December 2005 to April 2008*

I started as a video production and post production intern. But soon grew into a roll as a copywriter where I wrote for Mini Cooper, Puma, Comcast, and Athena Health.

**CLIENTS:** Puma, MINI Cooper, Comcast, Iams, New Business.

## AWARDS

2011 Addy Award. FWA site of the day. 2008 London International Finalist. 2008 One Show Award. 2007 Hatch silver. 2007 Hatch bronze (x2). 2006 Hatch bronze. 2006 One Show Award. 2006 London International Award Finalist.

## OTHER EXPERIENCE

Director, Cameraman, Writer, After Effects designer.

## EDUCATION

Master of Arts in Global Marketing, Communications & Advertising  
*Emerson College, 2005*

Bachelor of Arts in Film  
*Denison University, 2003*

