

# DOMENIQUE OSBORNE

WRITER + CREATIVE DIRECTOR + COPY DIRECTOR

## CONTACT

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## SKILLS

- 360 Campaigns
- Brand Voice
- Scripting
- Video
- Radio
- Social
- Email
- Client Relationships
- Speech Writing
- PDP/POS
- Product Naming
- Package Copy
- Voiceover
- Events

## EDUCATION

### VCU BRANDCENTER

MS Mass Communications, Copywriting, 2006

### KALAMAZOO COLLEGE

BA Creative Writing, 2002

## WORK EXPERIENCE

### Freelance Writer + Creative Director

2017-Present

Clients: McCann/McCann Health, The Front, Parley, Quirk Creative, Osea, Allure Beauty, Bliss Skincare, Coty Fragrance, Aura Frames, CivilRights.org, Amika, Philosophy, Marc Jacobs Fragrance, All Voting is Local, Aisle Rocket, Jack Morton, McDonald's

#### Highlights:

- Head writer for the McDonald's Worldwide Convention in Barcelona
- Wrote and produced TV commercials for Mirena IUD
- Wrote voiceover for a web-only National Geographic nature series
- Created disruptive You Tube pre-roll ads for Enfamil
- Helped concept and write ads for the launch of Bliss skincare
- Wrote an educational (but fun!) video series for Spotify for Artists to educate musicians on how to use the platform to their advantage

### Copy Director

2021-2023

#### Beekman 1802

##### Responsibilities:

- Writing copy for email, social, PDP, POS, ads, video, TV shopping, product naming, packaging
- Developing brand voice
- Collaborating with marketing team on product concepts and launches
- Supporting PR team with copy for events and press kits
- Overseeing junior writer

##### Highlights:

- Developed the brand's first ever brand voice guidelines
- Helped increase social engagement with compelling copy and content
- Helped increase email open rate by 5% to 53%
- Drove shift in brand voice from lifestyle to more clinical, results-driven skincare

### Creative Director

2019-2021

#### INVNT

Clients: Grant Thornton, Merck, Teva, Dick's Sporting Goods, AIA, SHRM, New Business,

##### Responsibilities:

- Developing creative concepts for corporate meetings and live events
- Speech-writing, video production
- Pitching new business

##### Highlights:

- Wrote and edited a documentary series that focused on American Institute of Architect gold medal winners

### Associate Creative Director

2016-2017

#### Mullen Lowe

Clients: Ulta Beauty, Upstream USA, New Business

##### Responsibilities:

- Developing and owning brand voice and communications
- Concepting and executing product launches and national brand campaigns
- Writing TV, radio, social, print and POS for Ulta Beauty
- Writing TV, radio, social, and print for Upstream USA
- Managing day to day client relationships from brand managers to CMO

##### Highlights:

- Wrote and produced a video/print/social campaign for Upstream USA to announce the launch of free, effective birth control in the state of Delaware
- Worked with renowned music video director Hannah Lux Davis and Eli Brueggemann, the music director of SNL, to create our award-winning music video
- As a result of this campaign, Delaware saw a 25% drop in unintended pregnancy

## Associate Creative Director

2014-2016

### Saatchi & Saatchi

Clients: Walmart, Pampers, Kellogg's

#### Responsibilities:

- Writing national TV, radio and print campaigns
- Concepting and executing product launches and brand campaigns
- Pitching new business
- Developing and maintaining client relationships
- Overseeing junior creatives

#### Highlights:

- Wrote and produced nearly a dozen national TV commercials for Walmart over a two-year period
- Wrote a full-page New York Times ad announcing Walmart's initiative to provide free bottled water to victims of the Flint water crisis
- Worked with Ree Drummond, the Pioneer Woman, on her first TV ad campaign for her collection at Walmart

## Associate Creative Director

2012-2014

### Ammirati

Clients: Schwinn, Seagram's Escapes, Sweet N' Low, PGA, Sugar In the Raw

#### Responsibilities:

- Writing national TV, radio, print and social campaigns
- Concepting and executing product launches and brand campaigns
- Pitching new business
- Developing and maintaining client relationships
- Overseeing junior creatives
- Produced live events for Sweet N' Low

#### Highlights:

- Wrote the first video campaign for Seagram's Escapes. Modernized a 1980s brand and introduced wine coolers to a new generation.
- Wrote a video and print campaign for the PGA to target women and grow an audience of more casual golfers

## Copywriter

2006-2012

Agencies: **KBS+P, McCann, Dentsu/360i**

Clients: Wendy's, John Frieda, Ban, Biore, Home Goods, Don Julio, L'Oreal, Kohl's, Miracle-Gro, Canon, Toyota, New Orleans Tourism

#### Responsibilities:

- Writing national TV, radio, print and social campaigns
- Concepting and executing product launches and brand campaigns
- Pitching new business
- Developing and maintaining client relationships