

JAMISON BRUCE ANTHONY

PERSONALLY SPEAKING

Prolific writer and devoted dog dad seeking senior copywriting or Associate Creative Director leadership role boasting nearly 10 years of experience producing award-winning content and creative in startup media, traditional advertising agencies, and in-house creative agencies.

PROFESSIONALLY SPEAKING

ACD of Copy

Caesars Entertainment - Las Vegas, NV | 2020 - 2024

- Executed on full suite of deliverables in service of the award-winning multi-million-dollar campaign to launch The Caesars Sportsbook App.
- Full suite of deliverables ranged from on-property/in-stadium signage for various teams and TV and radio scripts to in-app messages, OOH, display, CRM, and social.
- Crafted dozens of supporting BTS, social, TV, and radio content with talent featuring JB Smoove, Halle Berry, Vince Vaughn, Peyton and Eli Manning, Kenny Mayne, Trey Wingo, and Henrik Lundqvist.
- Provided favorable or selected re-brand and product launch concept work in service of Harrah's, Caesars Danville, Caesars New Orleans, Caesars Palace Online Casino, and Horseshoe Online Casino.

Senior Copywriter

PureRED - Princeton, NJ | 2018-2020

- Pitched, wrote, edited, and perfected a half-dozen award-winning executions for Bagel Bites, Xyzal, NJ Lottery, Roloids, McCormick Spices, and Hess Toy Trucks.
- Wrote everything from CRM, display banners, and social media ads to :30 TV and radio spots, entire brand positioning platforms and manifestos, and experiential extensions.
- Developed new business pitches built around precision marketing, consumer journeys/micro-journeys, and one-line jokes or puns. Remained incumbent for NJ Lottery with winning concept for 50th Anniversary campaign, unfortunately ravaged by COVID.

Editor-In Chief/Chief Content Officer

spoiled Media - New York, NY | 2015-2017

- Edited, assigned, wrote, and published thousands of articles for NYC millennial lifestyle blog, including original features, interviews, listicles, and aggregated, second-hand news stories with unique voice and POV.
- Managed dozens of contributing freelance writers, editorial interns, staff writers, and brand managers. Grew social channels on FB and IG by 750% over those years before having to pivot to video.
- Ideated, pitched, and executed a full suite of digital branded content franchises for dozens of clients ranging from events, parties, hotels, and various apps for dating, dining, travel, and delivery services. Led concept, creation, and production of bi-weekly Facebook Live shows.
- Innovated CRM product - The Stoop, a weekly newsletter - boosting open rates and CTR on both organic and branded content.

CONTACT ME

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Portfolio: www.jambrant.com

WORKS & ACCOMPLISHMENTS

Advertising

2022 - ARF David Ogilvy Awards - Winner - "Goodnight, Allergies"

2022 - NJ Ad Club Awards - Best TV - "Goodnight, Allergies"

2020 - Radio Mercury Awards - Finalist - Best Comedy - NJ Lottery

2019 - NJ Ad Club Awards - 2nd Place - Bagel Bites Multi-platform

2019 - NASPL Batchy Awards - Winner - Radio - NJ Lottery

Screenwriting

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- Finalist - Fall 2024 Actors on Script Competition
- Finalist - NexTV Writing & Pitch Competition 2024
- Semifinalist - Filmmatic Inroads Screenwriting Fellowship 2024
- Quarterfinalist - Emerging Screenwriters Comedy Screenplay Competition 2024
- Quarterfinalist - Table Read My Screenplay Hollywood - 2024
- Quarterfinalist - The Script Lab Free Screenplay Contest 2024
- Second Rounder - ISA Fast Track Fellowship - Spring 2024
- Second Rounder - The Launch Pad Pilot Competition 2024
- Honorable Mention - The Big Apple Film Festival Screenplay Competition 2024
- Honorable Mention - 2024 Art of Brooklyn Comedy Shorts Competition

'This Sounds Just Like You (Our Father, The Future)'

- Quarterfinalist & Semifinalist - Table Read My Screenplay - Hollywood 2024

'How To Name A Place'

- Quarterfinalist - Art of Brooklyn Film Festival Screenplay Competition 2024
- Semifinalist - 2024 ScreenCraft Virtual Pitch Competition

SKILLS & LANGUAGES

Writing/screenwriting

Editing

Radio Scripts/TV Scripts

OLV/Social Video Concepts

Brand Campaigns, Creative Compases & Brand Guidelines

Developing Core Ideas/Brand Positioning

Consumer Journeys/Microjourneys

Wrike/Workfront/Asana/Keynote/Canva/Figma

OOH, Display, Social Media, Website, Email,

Search & All-Things Digital Copy

ACADEMIC BACKGROUND

The University of North Carolina at Greensboro

Bachelors in English and a Minor in Sociology - 2008-2012

Editor-in-Chief of The Coraddi Arts & Literary Magazine from 2011-2012