

# Doug Knopf

## CONTACT

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Dougworks.com

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New York, NY

## EDUCATION

Syracuse University

2012 - 2016

B.S. Advertising

S.I. Newhouse School of  
Public Communications.

B.S. Marketing

Martin J. Whitman

School of Management.

## AWARDS

Platinum Viddy - AARP  
(Activism)

Platinum Viddy - AARP  
(Non-profit short video)

Silver ADDY - Smart Car

Gold Graphis - Smart Car

Bronze Graphis - MLB

Bronze Graphis - GoPro

## VOLUNTEERING

The Workshop

Teacher - Spring '23

## Portfolio at Dougworks.com

### EXPERIENCE

#### PIXEL NY

July '23 - Now

##### Senior Copywriter

- Lead multiple Canon business lines including consumer camera, printers, and IVY Instant Print copy and concept teams.
- Instructed Junior Copywriters in ways of working
- Developed creator and influencer programs for Canon

#### SCRUM 50

March '23 - July '23

##### Freelance Senior Copywriter

- Created campaigns to re-launch Consumer Reports across social media that drives conversations and increases brand sentiment.
- Built campaign architecture and executed across deliverables.
- Constructed Youtube, display, social, and web pages for CR.

#### SHADOW LION

2022 - Feb 2023

##### Creative Lead

- Concepted organic social media content for athletes like Tom Brady, Jordan Spieth, Christian Yelich and more.
- Created and executed paid social content for Hertz, Coco5 and NERF.
- Wrote T.V., digital, and short-form scripts for various clients
- Oversaw designers, editors, freelancers and junior creatives.
- Built proposals for T.V. shows, documentaries, and original series.

#### BBDO NY

2016 - 2022

##### Senior Copywriter, Copywriter, Junior Copywriter, Intern

##### AARP, FedEx, SAP, Visa, & GE Appliances

- Completed campaigns from idea to creation.
- Executed culturally relevant content across social platforms like Instagram, Facebook, Twitter, Tiktok.
- Lead creative production both in-person and virtual.
- Formulated high-level ideas and tactical pieces to maximize brand conversation and engagement.
- Crafted copy to produce effective broadcast and digital campaigns.
- Delivered presentations internally and externally to collaborate with clients and vendors.