

# Daniel Barry | Freelance Copywriter

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📁 www.danielbarry.com



## Summary

A colleague of mine calls me the triple threat of advertising. While humble by nature, even I admit it's an apt description given my experience in consumer, B2B, and healthcare marketing. Over the years I've helped some of the most well-known companies in the world build their brands, reach their goals, and increase sales. Now I'm looking to use my talents to help you and your organization grow. Thank you for your time and have a great day.

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## Freelance Copywriter

August '17–present

**Highlights:** Helped Kokeshi increase their social media presence and build their brand via a fun and engaging non-traditional advertising campaign that barely even put a dent in their marketing budget.

**Responsibilities:** Developing creative marketing and branding campaigns that help achieve my clients' business goals. This includes creating concepts and copy for websites, advertising campaigns, and other marketing materials.

- Agencies: RITTA
  - Clients: Samsung, Kokeshi Restaurant, Soundwall Consulting, Simplistically Organized
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## McCann Torre Lazur/McCann Managed Markets | Senior Copywriter

August '12–August '17

**Highlights:** Worked with a team that helped Novartis convince 90% of the country's health insurance plans to cover their heart failure drug, Entresto within just 1 year of the drug's launch. I also helped create materials that enabled GSK to boost sales of their leading ACS drug, Brilinta by 44%.

**Responsibilities:** Managed all copy needs and developed strategic messaging for brands in multiple therapeutic areas.

Ensured all claims were backed up by real-world data. Other responsibilities included:

- Collaborated with programmers and developers to improve UX
  - Researched and referenced scientific papers to support all claims made in my clients' marketing materials
  - Helped manage agency outreach and charitable giving programs at McCann Managed Markets
  - Brands: XOLAIR, Entresto, Genentech BioOncology, Brilinta, Breo, Gamunex
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## Freelance Copywriter

August '11–August '12

**Highlights:** As the social media manager for BORN STRONGER Sportswear I developed and led a campaign that increased website traffic by 25% and boosted brand awareness. I also helped Euro RSCG Strategy Farm pitch and win the multi-million dollar AT&T direct mail business. Additionally, I helped develop promotional materials for the Drug Trend conference—a \$6 Million tradeshow held each year by Medco.

**Responsibilities:** Wrote print ads, websites, annual reports, and direct mail campaigns. Also served as a social media manager for BORN STRONGER Sportswear.

- Agencies: Heartbeat Digital, First Generation, Euro RSCG Strategy Farm, Lehigh Valley Mining & Navigation
- Clients: Zyrtec, Accredo, Express Scripts, Medco, AT&T, Discover Lehigh Valley, Blue Grillhouse, BORN STRONGER Sportswear



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## ML Rogers | Senior Copywriter

Feb. '11–Aug. '11

**Highlights:** Helped Checkers launch several new products through a fun and energetic TV campaign. I also developed the “Cha-Ching Menu” name for Checkers to help brand their low-priced products. Collaborated with producers and programmers to develop a digital campaign for Scotts to launch their Miracle-Gro Expand-N-Gro potting soil.

**Responsibilities:** Created integrated marketing campaigns that included TV, web, print, and outdoor components.

- Clients: Scotts, Miracle-Gro, Checkers, Moet Hennessy, and new business
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## swb&r | Senior Copywriter

Mar. '06–Feb. '11

**Highlights:** Collaborated with my agency team to develop a multi-faceted advertising campaign for National Penn Bank’s Value Plus Checking account. The campaign helped National Penn reach their yearly “new account” goal in just 6 months.

**Responsibilities:** Created award-winning ideas for microsites, websites, e-mail campaigns, print ads, broadcast, outdoor, direct mail, and collateral. Also served as a content manager for the agency website, and acted as the agency’s social media manager.

- Clients: Mack Trucks, Crayola, Dewalt, Paslode, National Penn Bank, Hoover, 180s, Lehigh Valley Economic Development Corporation, GGB Bearing Technology, Garlock Sealing Technology, Orthovita, Sika Adhesives, and new business
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## 2000-2006

**Highlights:** Worked as a copywriter and freelance copywriter at several industry-leading agencies including Wunderman, The Sawtooth Group, The Sigma Group, R&J Group, and Traffix, Inc. Developed print, outdoor, and digital campaigns to help launch the St. Clare’s Hospital Katena Center for Mother & Child and iMatchup.com. Helped The Sawtooth Group win the Willow Stream Spa account and developed collateral materials for Willow Stream that are still in use today.

- Clients: Sharp, Konica Minolta, AGFA, St. Clare’s Hospital, Bon Secours Charity Health System, iMatchup.com, Citibank, Coldwell Banker, McCormick, Futuro, Cingular, and new business
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## Education:

BFA, American Intercontinental University

School of Visual Arts

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## Awards:

Addy Awards, Creativity International, MM&M, NJ Ad Club

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