

DAN ASULIN

Creative Director & Strategist

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SUMMARY

I've been writing since the day my fingers became capable of wielding a pen. Or at least that's what my mother likes to tell people at dinner parties //

Professional writer, all-around creative and agency vet with over nine years of professional experience // Amateur boxer, poet, lyricist, photographer and dive bar philosopher.

EDUCATION

SUNY NEW PALTZ

BA in English Literature
Minor in Molecular Biology
Departmental Honors

NOTEWORTHY

PRESS

AdAge, Adweek, Mashable, Digiday, Forbes, Wall Street Journal, Entrepreneur and The Huffington Post

AWARDS

RX Club Awards Winner - "This Place Is Different"
Facebook Awards Nominee - "Break-Up Letter"
Shorty Awards Nominee - "Break-Up Letter"
Shorty Awards Nominee - "Shoot The Feed"

EXPERIENCE

DRUMROLL

Associate Creative Director + Strategist
Oct 2019 - Present

Creative and strategic leadership of multiple accounts and new business initiatives.

Clients: Fannie Mae, Amazon, AMD, 4Moms

BARKER

Associate Creative Director
Feb 2018 - Sept 2019

Lead new business teams that successfully won 8 out of 10 pitches // Managed a cross-functional team of junior and senior creatives.

Clients: Bausch + Lomb, Holy Name Medical Center, Nanit, Xifaxan

PHEAR CREATIVE (NIGHT AFTER NIGHT)

Senior Copywriter > Associate Creative Director
Aug 2015 - Feb 2018

Collaborated in the creative leadership and execution of Jameson Irish Whiskey's global rebrand

Clients: Jameson, Vermont Smoke & Cure

BIG FUEL (PUBLICIS)

Copywriter > Senior Copywriter
Dec 2012 - May 2015

Helped T-Mobile become the fastest growing mobile carrier in the world.

Clients: Burger King, Best Buy, T-Mobile, Gatorade

FREELANCE/OTHER

Copy Intern > Copywriter > Senior Copywriter
Jan 2010 - Dec 2012, May 2015 - Aug 2015