

**ANDY TILLMAN**  
**ACD/Senior Copywriter**  
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### **QUALIFICATIONS**

**12+ years experience in all areas of traditional and new media Advertising as a Copywriter on National and International consumer brands from concept to final production. Formulating strategy, script writing, storyboarding, casting talent, directing character voice over. Collaborating with Directors, Music Composers, Film Editors and Sound Engineers, as well as overseeing all post-production work. Writing and producing radio commercials, as well as online and social media advertising.**

### **BRAND EXPERIENCE**

- **Print (BMW, Salvation Army, Busch, Water Joe, Blue Cross Blue Shield)**
- **Radio (Michelob Ultra, Consort for Men, State Farm)**
- **TV (Coca-Cola, State Farm, Red Lobster, Busch, State Farm)**
- **Outdoor (Blue Cross Blue Shield)**
- **Interactive (The Musicians Network, Blue Cross, Sears)**
- **One of twelve Writers selected to participate in Coca-Cola Think Tank.**
- **Created “If this is your playground...” campaign for Michelob Ultra taking them to the number seven selling beer world-wide.**

### **PROFESSIONAL EXPERIENCE**

#### **ACD/Copywriter**

##### **Freelance Projects**

**06/2009 - Present**

- **Euro RSCG Tatham Advertising**
  - Michelob Ultra
    - Lance Armstrong Assignment - Broadcast
  - Sears
    - One Billion Points give away - Interactive
- **Serino Coyne Advertising**
  - The Lion King on Broadway - Taglines
- **MSI Advertising**
  - Assorted product naming assignments
- **Abbott Labs In-house Agency**
  - Humira – Print

#### **TMNTV.COM/The Musician Network**

**09/2008 – 06/2009**

The Musician Network is a brand-new Internet television and social network for musicians and music enthusiasts.

##### **Online Advertising Consultant/Copywriter**

- **Participated in all aspects of launching this on-line music website.**
- **Creation of Brand identity materials** including:
  - Tagline, positioning and print headlines
  - **Splash page**

- **Facebook, Myspace, Twitter applications**
- Strategized **online gorilla advertising tactics** as a cost-effective means of accomplishing consumer awareness.

**Foote, Cone & Belding Advertising – Chicago**

**05/2005 – 01/2009**

**Freelance Copywriter**

- **Strategize product positioning for SC Johnson on Scrubbing Bubbles/Windex Brands** to create awareness of new products and increase existing sales.
- **Created international campaign for MoneyGram including TV, Print and OOH.**
- **Creating relevant, entertaining concepts for television**, based on consumer insights.
- **Writing scripts based on approved concepts.** Storyboarding. Client Presentations of concepts.
- **Casting voice-over, working with Producer and Illustrators to create animatics** of concepts for consumer testing.
- **Participating in consumer Focus Groups both Comm. Checks and ASI.** Deciphering feedback and making necessary changes to concepts to make final commercials more effective.
- **Approval of Film Directors, cast and voice-over talent** for commercial production.
- **Participated in creation of Taco Bell sixty-nine cent value menu website.**

**DDB Advertising – Chicago**

**09/2000 – 07/2004**

**Copywriter**

- Strategize positioning for **Busch Beer, Michelob Ultra Light Beer, and State Farm Insurance.**
- **Participated in New Business Pitches.**
- Created **“If this is your playground...”** campaign for Michelob Ultra taking them to the number seven selling beer in U.S.
- **Seeing all concepts through production**, including the hiring of Film Director’s, attending shoots, hiring and directing of voice-talent, editing, graphics.

**BBDO Advertising – Chicago**

**05/1999 – 03/2000**

**Freelance Copywriter**

- Primary duties were to work as a floating writer on projects requiring additional creative help.
  - National Potato Board Pitch (won)
  - Beefeater Gin
  - Wrigley’s Gum
  - Illinois Board of Tourism

**Leo Burnett Advertising – Chicago**

**05/1998 – 05/1999**

**Freelance Copywriter**

- **One of twelve Writers selected** to participate in **Coca-cola think tank.**
- **Created National and International Radio and Television Advertising Campaigns for Coca-cola, Pillsbury** and other brands.
- Assisted in the **creation of the current “Digital” Pillsbury Doughboy.**

**Coil, Counts, Ford & Cheney Advertising – Chicago**

**03/1997 – 03/1998**

**Junior Copywriter**

- **Responsibilities included assisting in servicing existing clients, participating in new business pitches and print and radio production.**

## **EDUCATION**

### **Continuing Education**

- **Second City Comedy Writing Program – Chicago**
- **Chicago Filmmaker's – Directing Class – 16mm Camera**
- **SMS Productions – Cinematography Series**

### **Post-Grad**

**Portfolio Center of Advertising** **01/1995 - 03/1997**  
**Copywriter Program – Atlanta, GA**

### **College**

- **Pittsburg State University** **01/1990 – 05/1993**
  - **Major: Communication**
  - **Minor: Business**

## **OTHER ACCOMPLISHMENTS**

- **Writer/Director – “Outcast” - Second City Comedy Short Film Festival Finalist**
- **Commercial Director - VH1, Midas, Beer Nuts, MAC Cosmetics**
- **Archive Magazine - Salvation Army Print Campaign**
- **Leo Burnett Scholarship**