

# BRIAN BELLANCA | CW

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brianbellanca.com

## freelance

GREY | CD

Writer for several Lilly brands working on social, print, TV, online videos and site copy

BERLIN CAMERON | CD

Handled writing duties for Capital One social, print, outdoor and activations

VML | ACD

Writer on Chevron account handling print, social and digital for Delo, Havoline, Techron and Isoclean brands in North America

DEEP FOCUS | ACD

Helped launch Plymouth Gin in the U.S. creating social, digital and experiential initiatives. Also worked on Nestle brands and helped rebrand I Can't Believe It's Not Butter

MCGARRY BOWEN | ACD

Was lead digital writer on Northrop Grumman creating content for their website outlining their aerospace technology services as well as writing banners and print ads

## full-time

PUBLICIS | ACD

2011 – 2014 Citi Street Soccer USA Honda

Led initiatives for all things Citi including sponsorships such as Citi Snow Globe and Citi Bike; created content for Street Soccer USA; was digital lead on team that won the TriHonda business

MRM – MCCANN | ACD

2009 – 2011 Army Verizon

Was recruited to work on the army account serving as writer, strategist and content manager for their extensive website. I co-created the Jay Chiat Award winning 'At the Ready' online gaming experience and helped launch Verizon's first-ever digital initiative

DIGITAS | ACD

2007 – 2009 American Express

Worked on the acquisition business for Green, Gold and Platinum cards during one of the worst economic climates in history and moved the needle considerably through print, DM and digital

**awards:** jay chiat, effies, addys, fcs portfolio, midas, mashies, adweek best spots, us ad review