

# DANIEL SCOTT PHILLIPS

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www.DapperDaniel.com

## experience

**Knot Standard, Head Copywriter & Content Strategist** ( June 2019 - Present )

- Defining, executing, and amplifying the Knot Standard brand voice across every platform and for every custom menswear client
- Refreshed all copy on site, launched multiple new collections and product campaigns, led creative direction on multiple collection and product shoots
- Owning all copy for email, social, web, video, print, UX, magazine, B2B, internal, in-Showroom, and PR
- Partnerships include Los Angeles Rams, Spring Place, NYCFC, Atlanta United, and Meermin Mallorca

**TracyLocke, Lead Copywriter** ( May 2014 - May 2019 )

- Created a wide array of original copy for Johnnie Walker, Captain Morgan, Smirnoff, Guinness, Pepsi, Heineken, SONY, Anheuser-Busch, HP, BJ's Wholesale Club, Chase, Perfetti Van Melle
- Lead writer on Johnnie Walker partnership with Game of Thrones
- Lead writer for SONY social media, ongoing social video campaigns
- Lead writer on Heineken's "What's Your Play?" Twitter program during the 2015 and 2016 football playoff seasons; promotion led to a 1% lift in YoY sales during Q4 2014 (100k+ incremental cases sold)
- Lead writer for Heineken's BtL partnership with MLS; created original POS, digital, print and promo copy
- Crafted the key headline for HP's 2014 hybrids lineup featured on brand site, in Best Buy stores, and used as "#BendTheRules" global social media campaign
- Lead writer for complete overhaul of BJ's in-store creative signage at all levels of communication
- Director of Photography and scriptwriter for a series of 12 BJ's Facebook videos
- Created package, POS and promo copy for Airheads and Mentos families of products
- Lead writer for American Express, Nickelodeon pitch

**Annotary, Content Strategist** ( April - October 2013 )

**Luminary Labs, Copywriter - Freelance** ( June - July 2013 )

**Verdino LLC, Copywriter & Community Manager** ( January - October 2012 )

## education

**State University of New York, Fashion Institute of Technology** ( 2011 )

*Bachelor of Science in Advertising and Marketing Communications; summa cum laude, Dean's List*

## skills

Copywriting, creative direction, proofreading, social management, HDSLR cameras + equipment

Proficient in Adobe Photoshop, InDesign, Lightroom, Premiere, Final Cut Pro, Microsoft Office, MailChimp

## profile

( Experienced writer/editor/creative with a knack for collaboration and adaptation )