

# BRYAN LARK

WRITER — 313.516.8066 — bryanlark@gmail.com — bryanlark.com

## EXPERIENCE

### **DESIGNIT — Freelance Senior Writer**

*Clients:* Acer America, Wipro + Apple

Writing and editing of social content, press releases, email marketing, white papers, video scripts, pitch decks

### **MRM — Creative Director**

*Clients:* My GM Rewards, Buick & GMC Customer Lifecycle Management

Oversight of creative teams, email marketing, website content, social content, new business concepting

### **BBDO/ORGANIC — Freelance Writer/Creative Director**

*Client:* Ford Motor Company

Vehicle reveal experiential event, social copy, sizzle video scripting and production, influencer engagement

### **DIGITAS — Freelance Writer/Creative Director**

*Client:* Dow Corporate

Site copy rebranding, digital and social concepting, new business pitches

### **MRM // MCCANN — Freelance Senior Copywriter**

*Clients:* AAA Life, General Motors, New Business

New business concepting, CRM email copy, video script creation and production

### **SOCIETY — Associate Creative Director**

*Clients:* FIAT, Chrysler, Ram Trucks, Jeep, Dodge, Alfa Romeo

Organic/paid social content creation, real-time brand response, brand social tone/voice, management of copywriting team

### **DIGITAS LBi — Associate Creative Director**

*Clients:* Buick, GMC, OnStar, GM Owner Center, GM Fleet, Certified Service, Saab, Owens Corning

Real-time social response, app content, site content, CRM email and direct mail, retail offers, product video creation

### **LEO BURNETT — Senior Copywriter**

*Clients:* Goodwrench, GM Performance Parts

Digital copywriting, online ad content, CRM email and direct mail, retail offers

### **J. WALTER THOMPSON — Copywriter**

*Clients:* Ford Vehicles, White Castle, Ford Racing

Digital copywriting, online ad content, CRM email and direct mail, retail offers

**EDUCATION — University of Michigan, Bachelor of Arts:** English Literature, Communications Studies