

Billy D'Ambrosio

copywriter • creative director

914-400-3521 billy@billyworks.com billyworks.com

Freelance Sr. Copywriter – 2002 to Present

Arnell Group, Hill Holliday, Ogilvy Interactive, TBWA\Tequila, FCBi, Rapp, Heresy (LA), Digitas, MRM, Wunderman, TBWA\Chiat\Day
NFL Apparel, NBA Apparel, NFL Equipment, D'funkd (Arnell Group) • Verizon, HIP Insurance (Hill Holliday) • Lenovo, Miller Lite, IBM, Ameritrade, Amerivest (Ogilvy Interactive) • Nextel (TBWA\Tequila) • Anti-Drug (FCBi) • Mercedes-Benz (Rapp) • Gold's Gym, Simm's Cycles (Heresy) • American Express, American Express Financial Advisors, Netscape, AOL (Digitas) • MasterCard (MRM) • Citibank, Smith Barney, HP, Nokia, Dell (Wunderman) • SonoSite, Ethicon (TBWA\Chiat\Day).

Freelance Group Creative Director – 2008

Rapp

Four-month project to manage the Bayer Diabetes Meters digital campaign. Supervised 4 creative teams.

Freelance Interactive Associate Creative Director – 2006

Hill Holliday NY

Created the AOL digital campaign. Supervised 6 creative teams, 6 digital designers and 4 producers, while also creating many of the 120 digital pieces produced within 5 months.

Creative Director/VP – 2000 to 2002

Glass McClure (Sacramento)

Helped lead agency to amazing growth. Won 9 of 11 new business pitches. Tripled billings from \$11 million to \$34 million within 18 months.

Managed the Creative Department and supervised 3 creative teams, 2 designers and 2 producers.

Sizzler Restaurants, Amtrak California, Golden 1 Credit Union, Molina Health, Papa Murphy's Pizza, HELPS Adoption Agency, Thrift Town.

Reality TV Writer/Producer – 1997 to 2000

Moment of Impact: Inside A Crash (Fox TV, 1997), *AXN-TV* (Fox TV, Columbia TriStar, 1997-98),

Ripley's Believe It or Not (TBS, 1999-2000).

Freelance Sr. Copywriter – 1998 to 2000

McCann-Erickson/LA, Bert Berdis/LA, Billy & Rob

Lowe's, Wendy's, Avirex.

Sr. Copywriter/VP – 1996 to 1997

DMB&B

Crest, Citizen Watch.

Freelance Sr. Copywriter – 1995 to 1996

McCann-Erickson, FSB Urban, Bert Berdis/LA

AT&T, UPS, Buick, Miller Lite, Miller Genuine Draft, Wendy's, Pizza Hut, GE Capital, Earl Scheib, Harrah's.

Associate Creative Director/VP – 1992 to 1994

Campbell Mithun NY

Associate Creative Director

Managed the Texaco, Havoline Motor Oil, Country Pride Chicken, Zodiac Watches, Radon Awareness, Aer Lingus and Manischewitz Matzo accounts.

Supervised 5 creative teams.

Sr. Copywriter – 1985 to 1992

DMB&

Burger King, Crest, Maxwell House, Clearasil, Scope, The Equitable, Major League Baseball.

Copywriter – 1983 to 1984

Grey, Lyon & King

UPS, STP, The New York Post, Boston Herald, Chicago Sun-Times.

Awards

Addys, Andy Finalist, Art Director's Finalist, Clio Finalist, Cannes Finalist, Gold Effie, Interactive Media Award, London International, New York Festivals, OBIE Finalist.

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Brands by Category

Apparel/Fashion

Avirex
Citizen Watch
D'Funkd
NBA Apparel
NFL Apparel
NFL Equipment
Reebok
Zodiac Watches

Auto/Motorcycles

Buick
Mercedes-Benz
Simm's Cycles

Beer/Liquor

Johnnie Walker
Miller Genuine Draft
Miller Lite

Communications

AT&T
Nextel
Verizon

Dining

Burger King
Papa Murphy's Pizza
Pizza Hut
Sizzler
Wendy's

Entertainment

Harrah's
Ripley's Believe It or Not
Univision

Financial

American Express
American Express Financial Advisors
Ameritrade
Amerinvest
Citibank
GE Capital
Golden 1 Credit Union
MasterCard
Smith Barney
The Equitable

Food/Drink

Balance Bar
Country Pride Chicken
Manischewitz Matzo
Maxwell House

Gas/Oil/Repair

Earl Scheib
Havoline Motor Oil
STP
Texaco

Government Agencies

CA Bureau of Automotive Repair
CA State Franchise Tax Board
California Boating
Caltrans

Healthcare

Bayer Diabetes Meters
Ethicon
HIP Insurance
Molina Health
Sutter Health

Home

Lowe's Home Improvement

Media

Boston Herald
Chicago Sun-Times
New York Post
Univision

Packaged Goods

Clearasil
Crest
Scope

ProBono

HELPS Adoption Agency
ONDACP Anti-Drug
Radon Awareness

Retail Stores

Arden Fair Mall
Thrift Town

Shipping

DHL
UPS

Sports

D'Funkd
Gold's Gym
Major League Baseball
NBA Apparel
NFL Apparel
NFL Equipment
Reebok

Technology

AOL
Dell
HP
IBM
Lenovo
Netscape

Transportation

Aer Lingus
Amtrak California