



T. BRYAN MCDONNELL

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PROFESSIONAL SUMMARY

Creative writing professional with extensive experience in advertising and marketing, known for delivering thought-provoking and imaginative content. Skilled in TV, print, out-of-home (OOH), alternative media, and digital tactics. Expert in storytelling and creating compelling narratives that resonate emotionally and align with brand objectives.

SKILLS

- TV scripts
- Production
- Social media campaigns
- Presenting work
- Brand messaging

EXPERIENCE

Senior Copywriter
Commonwealth McCann | Detroit, MI
Dec 2023 – present

- Developed integrated campaign ideas under the new Chevy platform — “Together let’s drive.”
- Adapted work based on feedback from Chief Creative Officer (CCO) and clients to ensure alignment with objectives.
- Delivered a wide range of high-quality advertising materials for TV, social media, and earned media.
- Demonstrated flexible, on-brief thinking and ability to meet client challenges.
- Elevated creative output by leading and mentoring teams to surpass expectations.

Senior Copywriter
Saatchi & Saatchi | Seattle, WA
Nov 2021 – Dec 2023

- Pitched and sold campaign ideas to T-Mobile and Metro by T-Mobile.
- Created holiday campaigns for diverse markets including general and Hispanic audiences.
- Delivered high-quality advertising materials for TV, radio, and social media platforms.
- Provided innovative solutions to advertising challenges through creative thinking.
- Adapted creative work to diverse audience requirements and cross-functional team needs.

Creative Copywriter
VML | Kansas City, MO
July 2018 - Nov 2021

- Pitched and executed campaign ideas for clients including NAPA Auto Parts, QuikTrip, Red Bull, and NBA League Pass.

- Created content for print, TV, radio, social media, email, and websites, ensuring it resonated with various audiences.
- Prepared and polished high-quality written copy, emphasizing storytelling and emotional engagement.
- Effectively communicated and presented creative ideas to clients and internal teams.
- Delivered compelling and well-designed creative elements for presentations and campaigns.

Creative Copywriter
Saxton Horne | Salt Lake City, UT
February 2018 - July 2018

- Enhanced creative projects by integrating pictures, graphics, and videos in line with project scopes.
- Maximized effectiveness of copy through strategic word selection and attention to detail.
- Contributed to successful campaigns for clients in automotive and athletic industries.
- Edited and refined existing copy to meet project standards and obtained necessary approvals.

Creative Copywriter
Crispin Porter + Bogusky | Miami, FL
June 2017 - February 2018

- Created content for brands such as Pep Boys, Letgo, Harry's, and Embraer.
- Tailored language and tone to fit product specifications and media formats.
- Produced error-free, professional copy through rigorous writing, proofreading, and editing.
- Maintained client satisfaction throughout the creative process, revising drafts based on feedback.
- Promoted from intern to creative copywriter within three months.

Stand-Up Comedian Self-Contracted
August 2012 - Current

- Delivered engaging and memorable performances, interacting with audiences before and after shows.
- Continuously improved performance quality by integrating constructive feedback.
- Drew large audiences and increased word-of-mouth attendance through engaging comedy routines.
- Developed all original material, showcasing a wide range of creative skills.
- Provided mentorship and constructive feedback to other comedians, expanding creative capabilities through sketch comedy and improv.

EDUCATION

Bachelors of Fine Arts and Communications Brigham Young University, Provo, UT
April 2017

- 3.70 GPA
- Major: Creative Advertising, Copywriting Emphasis
- Volunteered at BYU Advertising Lab.
- Coursework: Creative Writing, Social Media and Advertising Campaigns