

# Daniel Barry | Senior Copywriter

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**Feb. '11- Aug. '11      Senior Copywriter, ML Rogers, New York, NY**

Clients: Scotts, Miracle-Gro, Checkers, and Moet Hennessy

*Responsibilities: Creating integrated marketing campaigns that include TV, web, print and outdoor components*

**Jan. '09 - present      Freelance Social Media Manager, BORN STRONGER Sportswear**

Assignments include developing, executing and managing all social media strategies to meet specific goals and build the brand.

*Responsibilities: Writing all original content for blog, engaging fans and followers through daily conversations, weekly giveaways, contests and more*

**Mar. '06 - Feb. '11      Senior Copywriter, SWB&R, Bethlehem, PA**

Clients: Mack Trucks, Crayola, DEWALT, National Penn Bank, 180s, Hoover, GGB Bearing Technology, Orthovita, new business

*Responsibilities: Creating award-winning ideas for microsities, websites, e-mail campaigns, print ads, broadcast, outdoor, direct mail and collateral*

**Oct. '05 - Mar. '06      Freelance Copywriter**

SWB&R, The Sigma Group, Results Inc., Wunderman

Clients: Mack Trucks, Panasonic, DeWALT, Smiths Medical, KNBT, Kennedy Funding and PfizerForLiving.com

*Responsibilities: Writing print ads, websites, microsities, broadcast and collateral*

**Jan. '05 - Oct. '05      Copywriter, R&J Group, Parsippany, NJ**

Major clients: Sharp, Konica Minolta, AGFA, St. Clare's Hospital, Bon Secours Charity Health System and new business

*Responsibilities: Writing print ads, websites, microsities, broadcast and collateral campaigns*

**Dec. '03 - Jan '05      Interactive Copywriter, Traffix, Inc., Pearl River, NY**

*Responsibilities: Writing all interactive materials including websites, microsities and email campaigns*

**2003      Freelance Copywriter, Wunderman, NY**

*Responsibilities: Writing for Citibank account*

**2002      Personal Trainer, Manager, New York Sports Clubs**

*Responsibilities: Overseeing a staff of eight personal trainers*

**2000-2001      Copywriter, The Sawtooth Group, Woodbridge, NJ**

Clients: Coldwell Banker, McCormick, Cingular and new business

**Education**      BFA, American Intercontinental University, 2004  
School of Visual Arts

**Awards**      Addy Awards, NJ Ad Club

**Portfolio**      [www.danpbarry.com](http://www.danpbarry.com)