

# SEAN CONEJOS

## Associate Creative Director-Copy

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## EXPERIENCE

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### FCB CHICAGO, Chicago, IL

#### Associate Creative Director-Copy (July 2021-Present)

- Direct, manage, and mentor creative teams on the Xfinity, Xumo TV, Barilla, and AB InBev accounts.
- Collaborate with the CDs, account, strategy, production, and the client to build briefs, guide deliverables, and meet deadlines.
- Co-lead "The Asiancy," the AAPI employee resource group, hosting 10+ events for 57 members, plus allies.

**Clients:** Xfinity, Xumo TV, Barilla Group, AB InBev (Budweiser, Michelob ULTRA, Michelob ULTRA Pure Gold, Michelob ULTRA Organic Seltzer).

**Assisted on:** PACCAR Parts, Kimberly-Clark (Poise and Depend), Canon, AB InBev (Bud Light, Bud Light Zero, Natty Light Vodka)

### HAVAS CHICAGO, Chicago, IL

#### Associate Creative Director-Copy (April 2021-July 2021)

- Guided and mentored the copywriters and art directors on the ~\$10 million Citi account.
- Founded and co-led "HavAsians," Havas's AAPI ERG.
- Appointed acting Associate Creative Director in November 2020 and oversaw a new product launch.

#### Senior Copywriter (September 2015-April 2021)

- Authored the Citi Below-the-Line Playbook, making Havas the BTL branding authority for Citi.
- Co-managed a team of four, overseeing copy for seven Citi proprietary credit cards and products worth ~\$2 million.
- Increased acquisition rates for the Citi® Double Cash Card by 21%, and the Citi Rewards+® Card by 23%.
- Spearheaded multiple product launch campaigns, including one for Citigold® Private Client, acquiring thousands to this new banking tier for those with \$1 million+ at Citibank.
- Acted as the copy lead on the Moen team from 2017-2018.

#### Copywriter (May 2014-September 2015)

- Developed work that brought a piece of Liberty Mutual's business to Havas Chicago.

**Clients:** Citi proprietary credit cards, Citi co-brand cards (Costco, American Airlines AAdvantage®, and AT&T), Citi retail, Moen, Dish, and Liberty Mutual Insurance

### RPM ADVERTISING, Chicago, IL

#### Copywriter (November 2011-May 2014)

**Clients:** Hollywood Casinos (10+ properties), Penn National Gaming, Gila River Hotels & Casinos (Wild Horse Pass & Vee Quiva), Fields Automotive Group, Bemis Automotive Group, McGrath Acura Westmont & Downtown Chicago, and Oak Lawn Toyota

Previous experience as a **Freelance Copywriter** at **ZOCALO GROUP** in Chicago, IL from October-November 2011 and **Copywriter Intern** at **DRAFTFCB** in Chicago, IL from June-August 2011.

## EDUCATION

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**ACADEMY OF ART UNIVERSITY**, Master of Fine Arts in Advertising (Copywriting)

**UNIVERSITY OF MINNESOTA-TWIN CITIES**, Bachelor of Arts in American History & Global Studies, Summa Cum Laude

## SKILLS & INDUSTRY EXPERIENCE

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**SKILLS:** Copywriting • Creative direction • Creative management • Branding / Rebranding • Concept & campaign development  
Script writing • TV • Radio • Direct mail • Social • OOH • Digital • Web • Email • Print • Retail / Shopper Marketing  
Commerce • Adobe Creative Suite • Microsoft Office

**INDUSTRY EXPERIENCE:** Telecommunications • Consumer packaged goods • Beer & spirits • Financial • Automotive  
QSR • Restaurants • Casinos/Gaming • Retail • Insurance • Travel Household Goods • Home improvement • Non-profits  
Veteran's organizations

## ACCOLADES

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2014 Davey Awards, Silver • 2013 Davey Awards, Silver • 2021 CADM Tempo Awards, Best Branded Website, 2<sup>nd</sup> Place •  
2021 CADM Tempo Awards, Best Financial Services Campaign, 1<sup>st</sup> Place • 2021 CADM Tempo Awards, Best Loyalty/Retention  
Campaign, 1<sup>st</sup> Place • 2022 FCB DE&I People's Choice Award • 2022 FCB DE&I Trailblazer Award • 2022 FCB DE&I Most Inspiring  
ERG

## VOLUNTEER EXPERIENCE

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### PHILIPPINE SCOUTS HERITAGE SOCIETY

**Webmaster** (June 2012-Present)

- Rebuilt and redesigned philippinescouts.org, increasing the number of unique visitors by 242% in six months.

**National Secretary** (June 2018-June 2022)

- Maintain the roster of the 380-member WWII veterans & descendants Society.
- Manage the over 2,500-member Facebook page and post weekly content.

**National Public Relations Officer** (June 2013-June 2018)

- Wrote, designed, and published the Souvenir Program (the top fundraiser) and boosted revenue by 80.4% in 2016.
- Created advertising campaigns for annual reunions, drawing 66% more attendees in 2014 (vs. 2013).

### AMERICAN SOCIETY OF MILITARY INSIGNIA COLLECTORS

**Newsletter Editor** (August 2012-Present)

- Write, design, and publish the quarterly newsletter, informing the members of Society business and upcoming shows.
- Received the Board of Governors Award in 2015 for the Newsletter.
- Won seven awards for military displays, including the 2018 Best of Show and 2018 Best Uniform Display.