Chris Jardieu

Copywriter + Strategist

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Brands

Agape Animal Rescue, Back Yard Burgers, Colgate, Cool Springs Financial, Elite Sports, Fresh Step, Healthier Tennessee, Hershey's, Hidden Valley Ranch, Kinze, Monsanto, Morton Buildings, Nashville State, Politico, Reese's, SmileDirectClub, Twizzlers, United Soybean Board, Vanderbilt Bone & Joint, Vanderbilt University

Experience

Associate Creative Director / Native Digital
May 2019 - Present, Kansas City
Brand strategizing, positioning, concepting, writing, creative directing as the lead copywriter at the agency // Managing freelance copywriters

Senior Copywriter / SmileDirectClub
April 2018 - May 2019, Nashville
Creating, owning and developing a brand voice for both SDC invisible aligners and bright on teeth whitening // Concepting and leading execution of integrated national TV, digital content videos, product packaging, OOH, radio, retail, social

Copywriter + Strategist / Paramore Digital, an Osborn Barr agency
March 2015 - April 2018, Nashville
Crafted campaigns, voice, content strategy for Restaurant, Agriculture, Education, Financial, Tourism // Produced SEO copy, social campaigns and content // Built site maps and 301 redirects // Led junior creative // Developed new biz presentations

Freelance Copywriter / redpepper, Lewis, GS&F, TPN
July 2014 - March 2015, Nashville
Created campaign concepts and content // Wrote articles and case studies

Copywriter / TPN, an Omnicom agency
January 2013 - July 2014, New York City
Concepted for Food, Drug, C-store, Value, Mass // Developed national promos with NCAA, EA Sports // Launched Brookside and York Minis nationally and at retail

Account Executive / TPN, an Omnicom agency
January 2010 - January 2013, Dallas + New York City
Initiated first Hershey campaigns in Dollar General and Family Dollar // Led U.S. promotions and incremental programs in Canada // Voted 2011 Rookie of the Year

Education

Texas A&M University / Marketing BBA, Psychology Minor
August 2005 - May 2009, College Station, TX