

# Chris Jardieu

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**Creative  
Director, Copy  
+ Strategist**

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Excuse me, you  
dropped these  
names:

AltCap, Back Yard Burgers, Colgate, Hershey's, Homefield, IntelyCare, Just Paddles, Lion's Choice, Pivot Bio, Monsanto, Morton Buildings, NotCo, Reese's, SmileDirectClub, Southern Bank, Straub Construction, True Sports, Twizzlers, United Soybean Board, Vanderbilt Bone & Joint, Vetoquinol Pet

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Places I have  
met some really  
wonderful people:

## **Creative Director, (fka ACD + Concept Director) / Native Digital**

May 2019 - Present, Kansas City

Ideas that fit in any box for up to 10 clients a week, what else ya need? // Brand + campaign strategy, concepts, art directing, writing // Managing the creative team and my office fantasy football team (2nd place two years in a row. Heartbreaking.)

## **Senior Copywriter / SmileDirectClub**

April 2018 - May 2019, Nashville

Creating and chomping on brand voices for both SDC invisible aligners and *bright on* teeth whitening // Concepted, executed integrated national TV, digital content videos, product packaging, OOH, radio, retail, social. The kit and the caboodle, too.

## **Copywriter + Strategist / Paramore Digital, an Osborn Barr agency**

March 2015 - April 2018, Nashville

Speaking of teeth (see above), I cut my digital ones at Paramore. Content, social campaigns, and site maps with a generous helping of campaign ideas. // Led junior creatives. // Developed new biz presentations and even landed more than a few.

## **Freelance Copywriter / redpepper, Lewis, GS&F, TPN**

July 2014 - March 2015, Nashville

Full-time freelance aka I hadn't found a full-time spot in Nashville yet. // Pitched campaign concepts and content // Wrote articles and case studies

## **Copywriter / TPN, an Omnicom agency**

January 2013 - July 2014, New York City

Shopper: Food, Drug, C-store, Value, Mass // Launched Brookside + York Minis nationally and at retail // National promos with NCAA, EA Sports. Slick perks.

## **Account Executive / TPN, an Omnicom agency**

January 2010 - January 2013, Dallas + New York City

Surprise! An account guy past life! First Hershey campaigns in Dollar (General and Family) // U.S. promos and incremental in Canada // Voted 2011 Rookie of the Year

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Somewhere in a  
closet, a diploma  
collects dust:

## **Texas A&M University / Marketing BBA, Psychology Minor**

August 2005 - May 2009, College Station, TX