

Brian Hunn

CREATIVE DIRECTOR / COPYWRITER

New York, NY

Creative leader with experience driving results and growing business for major clients across a range of industries. Portfolio of work covering everything from broadcast and digital to direct marketing and social. Extensive experience building & managing creative teams while serving as client-facing creative lead.

brianhunn@gmail.com

347-463-3364 mobile

Work Experience

Freelance Creative Director / Copywriter

New York, NY

- Present

BH Creative Communications

Clients: FanDuel, Rauxa, Meredith Corporation, Seek Medicare, Hero Digital, Scholastic, Mobileye, ExecOnline, Brand10

Group Creative Director

New York, NY / San Francisco

2019 - 2020

LIFT Agency

Clients: Charter Communications (Spectrum, Spectrum Business, Spectrum Mobile), Friendly TV, Frontpoint Home Security

VP, Group Creative Director

New York, NY

2010 - 2019

Digitas

Clients: Comcast (Xfinity, Xfinity Mobile, Comcast Business), Lyrica, Time Inc Magazines (AllYou, InStyle, People, Real Simple, StyleWatch, Southern Living), Sunrun Solar, Travelers Insurance

Partner, Associate Creative Director

New York, NY
2000 - 2010

Ogilvy

Clients: Air France, American Express, AT&T Wireless, BP, Curian Capital, Enfamil, Feeding America, Goldman Sachs, IBM, Kaletra, NY Public Library, Omnicef, Plavix, Ragu, SAP, TD Ameritrade.

Senior Copywriter

New York, NY
1998 - 2000

G2 / Grey Direct (now Geometry)

Clients: Chase Bank, Brown & Williamson, Weekly Reader

Marketing Communications Manager

New York, NY
1997 - 1998

New York City Economic Development Corporation

In-house agency group within government-related organization. Responsible for developing marketing strategy and creative to promote New York City as a place to do business.

Copywriter

Berwyn, PA
1995 - 1997

Devon Direct EURO RSCG

Clients: Advanta National Bank, ADT Security, Netcom, US West

Education

MBA, Marketing

Philadelphia, PA

Temple University

Dean's List, PDDA Scholarship Recipient

BA, Advertising

State College, PA

Penn State University

Dean's List, Phi Sigma Delta Sigma Fraternity, Stephen Girard
Foundation Scholar

Awards

2019

Philadelphia DMA Benny Awards:

- People's Choice Award, Comcast Business "Dear HQ, Branch Office Optimization"
- B2B Direct Mail Award, Comcast Business "Dear HQ, Branch Office Optimization"
- B2B Integrated Campaign Award, Comcast Business "Dear HQ, Branch Office Optimization"

2018

Stevie Award, Bronze, Comcast Business, SD-WAN By the Numbers Direct Mail

USPS Next Generation Campaign Awards, Honorable Mention

- Comcast (Xfinity) Holiday Postcard w/Informed Delivery

ANA Business Marketing B2 Awards:

Marketing Activation New Product Launch, Comcast Business

Direct Response Marketing, Comcast Business

Philadelphia DMA Benny Awards:

- People's Choice Award: Comcast Business "Digital Transformation"
- B2B Direct Mail: Comcast Business "SD-WAN By the Numbers"
- B2C Direct Mail: Comcast "Xfinity Sports & Family Magalog"

2017

Philadelphia DMA Benny Award, Direct Mail B-to-C Acquisition or Retention, Comcast Business (Enterprise Finance "Superhero")

Philadelphia DMA Benny Award, "Creative Only," Comcast Business (Enterprise Finance "Superhero")

Philadelphia DMA Benny Award, People's Choice, Comcast Business (Enterprise Quick Serve Restaurants "Salt & Pepper")

2016

Cablefax Faxies Award, Acquisition or Upgrade Marketing, Comcast (Xfinity High-Value Variable Magalog)

Philadelphia DMA Benny Award, People's Choice, Comcast (Xfinity High-Value Variable Magalog)

2015

Cable Faxies Award, Comcast (Xfinity Consumer Acquisition Magalog)

2014

Effie Award, Best Integrated Campaign, People Magazine

Philadelphia DMA Benny Award, Direct Mail Lead Generation, Comcast

Philadelphia DMA Benny Award, People's Choice Award
Cable Faxies Consumer Acquisition Honorable Mention,
Comcast

2009

DTC National Advertising Award, Best Integrated Campaign,
Natrelle

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