

Cole Orloff

ColeOrloff.com

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Senior Creative Strategist
Day One Agency

Aug 2016 – Nov 2017

I ensured high-quality creative thinking and execution across clients and projects. On any given day I might collaborate on strategy or copy, lead brainstorming, manage productions, edit American Express' digital magazine, direct video content, shoot photos, or manage freelance talent. But most likely, it's was a combo.

Freelance Creative
MRY, McCann, BBDO, Red
Antler, ReadySetRocket,
Humanaut

May 2014 – Aug 2016

As a writer, I've developed scripts, concepted campaigns, and managed content creation. As a designer, I've worked on physical objects, UX, visual design, and brand identities.

Copywriter
360i

May 2013– May 2014

Collaborating with an art director, I created a neat interactive web experience to teach people about the car manufacturing process, teamed with the showrunner and writers of the HBO's *The Leftovers* to create a creepy kid's book, and produced a broadcast TV spot.

Copywriter
Plan B

May 2011 – May 2013

Terrible name. Solid agency. I started as an intern and worked my way up to copywriter by being a consistent creative resource. By the time I left I had pitched clients, written lots of copy, directed videos, and was managing our intern program.

Clients

American Express
Chipotle
Dewar's
Nike
YouTube
Comcast

Microsoft
HBO
AT&T
Toyota
Jaguar
Volvo

Scotts Lawn Care
Scoop Free Litter Boxes
Univision
Zagat
Campbell's
Intelligentsia

Education

New York University

UMass, Amherst

Master's
Interactive Telecommunications Program

BA
Communications