

Christopher Cassella

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Copywriting with Character.

Experience

Copywriter, **People Ideas & Culture (PI&C)**; Brooklyn, NY - February 2019-Current

I got my first full time gig at a small shop, which I quickly learned differs in many ways from the big ones. At a small shop, you have a ton of responsibility and a ton of opportunity. Working as the only writer for stretches at a time forced me to do just that, WRITE. And write, and write and write and write. I took over as the voice of Wyndham Rewards. I named their credit card, branded their internal rewards program, ideated and produced content for social featuring NASCAR's Ryan Newman, and even introduced them to MEMEs. I helped launch Trojan's new line of fragrances by speaking to Gen-Z through social content and spring break activations. I also made new friendships that will last a lifetime.

Intern Copywriter, **72andSunny**; Brooklyn, NY – October 2018-December 2018

At 72, I learned how to work fast. That meant sifting through “good” and “bad” ideas faster. This also meant learning how to build one of those “good” ideas into something real and tangible, making it more than just an initial insight. Another important lesson - you're only as good as your next round of ideas, so never to get too high or too low on a days work. During my 10 week internship I was able to work on a pitch for Kettle One Vodka, write radio spots for Smirnoff in the tone of Ted Danson, and pitch rounds of concepts and activations for the upcoming baseball season with New Era.

Intern Copywriter, **Ogilvy&Mather**; Manhattan, NY – April 2015-October 2015

Fresh out of college I felt like I was on top of the world. That is, until I stepped foot inside my first real Ad agency. My experience at Ogilvy was a real eye opener. It was there I got to meet with students from around the world enrolled in portfolio school. “Portfolio school? What's that?” Oh, that's the place I need to go if I am really going to take this career seriously. And so I did. When I look back to my time at Ogilvy it serves as a reflection of how far I've come, how much I developed, and how important portfolio school truly was.

Education

Miami Ad School, Astoria Queens, NY - December 2016-December 2018

West Virginia University, Morgantown, WV - 2011-2015 - Bachelors degree in Strategic Communications with a focus in Advertising

Skills

I'm not afraid to speak up but I also know how to listen. My favorite thing in the world is to make people laugh. I take pride in my storytelling ability and excel at; conceptual thinking, brainstorming with others, crafting witty copy, and making the work environment feel fun.

Interests

Let's talk about the last movie you saw in theaters, the last TV series you binge watched, your go to Spotify or Apple Music playlists, which sports teams you follow, and stand up comedy.