



Mario Martín Del Campo

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PROFESSIONAL SUMMARY

Bringing a unique blend of creative and technical skills to the table as a conceptual thinker and wordsmith. As a Person of Color, I'm determined to provide a new voice and vital perspective to the creative advertising industry. In short, I'm here to alter the narrative.

EXPERIENCE

COPYWRITER

11/2021 to CURRENT

Cashmere Agency | Los Angeles, CA

Integrated Creative Concepting & Copywriting for:

Google TV, Amazon Music, Hulu, Disney+, NBC Universal, FX Networks, Nickelodeon, Estrella Jalisco, Taco Bell

COPYWRITER

05/2021 to 10/2021

Quigley Simpson | Los Angeles, CA

Media: Creative Concepting/Copywriting; Digital Banners, OLV, Social, Digital, Video, Print, OOH, Email

Clients: J.P. Morgan CHASE Bank (Sapphire, Freedom, IHG Premier Credit Cards), Sigura Water

COPYWRITER

06/2020 to 05/2021

Something Massive | Los Angeles, CA

Media: Creative Concepting; Social, Digital, Video, Print, OOH

Clients: Kiva Confections, Miyoko's Creamery, Illumination Entertainment (Minions), Harmless Harvest, Lost Farm, American Broadcasting Company (ABC), Nutpods, Kettle & Fire

COPYWRITER

08/2019 to 06/2020

Snap Inc. (Snapchat) | Santa Monica, CA

- Effectively created, implemented, and evolved content for Snapchat's Curated Stories through spry and engaging copy.
- Developed the brand identity of upcoming stories and shows.
- Edited artistic assets for accuracy, brevity, grammar, and style.
- Collaborated with story artists and producers to create the most engaging and culturally-resonant content.

COPYWRITER

08/2018 to 08/2019

Wheelhouse Digital Marketing Group | Seattle, CA

- Successfully developed and crafted thoughtful, story-based ad copy, web content, and UX microcopy in both English and Spanish for various clients.
- Clients: NASA, Providence Health, Trident Seafoods, Solarity Credit Union, Slingshot Sports, Quell, Amigos de las Américas

LITERATURE/PHYSICS TEACHER

08/2015 to 08/2018

Aspire Public Schools | Los Angeles, CA

- Educated students with foci on American, Shakespearean, and Media Literature, as well as the physical sciences in an effort to teach the underserved community the value of storytelling, language, and critical thinking.
- Developed creative methods to sell and relate writing and educational concepts for students and their parents.
- Produced and presented curriculum proposals to administration and chairpersons outlining various writing strategies.
- Led staff-wide professional development meetings on writing and management.
- Advised students as Yearbook Advisor, effectively managing all aspects of student copywriting, as well as copy editing and guidance of the overall production of the publication.

EDUCATION

Creative Copywriting

2020

Bookshop School For Ads, Los Angeles, CA

Advertising Copywriting

2019

School of Visual Concepts, Seattle, WA

Bachelor of Arts | English (Creative Writing)

2014

California State University, Northridge, Northridge, CA

LINKS

Portfolio:

- <https://www.mariomdc.com/>

Soundcloud:

- https://www.soundcloud.com/mario_mdc