

CHAUNCEY HOLLINGSWORTH

220 25th street #504 brooklyn ny 11232 - 773.860.9517 - www.chauncer.com - chauncer@chauncer.com

Creative leader and storyteller with branding savvy, campaign chops and digital acumen.

clients

1 Hotels, AirTran Airlines, Anchor Bay Entertainment, Arizona Jeans, Beam Suntory, CAT Footwear, Chase, Coca-Cola, Imaginary Forces, Jack Morton Worldwide, Leo Burnett, Lincoln Motor Company, Manga, Marmot, Microsoft, MoMA, Motorola, Moveo, NY Lottery, OpenFin, Patagonia, Purina, Rebecca Taylor, Revlon, Roche Pharmaceuticals, ROTI, SOM, Sprite, TAP Pharmaceuticals, TOMS, TOMY, United Technologies, University of Chicago, Verizon, Volvo, Whole Foods, et al.

editorial

A.P. Alternative Press, The Atlantic, Bikini, Black Book, Chicago Magazine, Chicago Reader, Chicago Tribune, Cosmopolitan, Details, Frommer Budget Travel, Inked, Jezebel/Gawker, Juxtapoz, Maxim, Playboy, Raygun, Rolling Stone, et al.

experience

May 2017-Present

Principal, Creative Director

Here Be Monsters

Pushed creative boundaries for clients including Beam Suntory, United Technologies and Volvo.

Built the brand for fintech startup OpenFin through a new website and social extensions.

Devised successful pitch videos on behalf of Vornado, AECOM, SOM and OTG.

Advised on branding and strategy for clients in tech, spirits and automotive industries.

April 2016-April 2017

Creative Director / Copy - Freelance

Hudson Rouge

Shot Lincoln Motor Company's highest-performing TV spots for their MKC and MKX models.

Developed branded mobile app for Lincoln Motor Company.

Organized sitewide redesign and strategic brand messaging realignment for Lincoln.com.

Ensured excellence by maintaining quality work across teams.

October 2014-January 2016

Associate Creative Director / Senior Copywriter

McCann

Delivered integrated copy and creative direction for Microsoft and its affiliates.

Crafted cross-platform work for Windows 10, Cortana, HP Spectre, Microsoft Yoga and Surface devices.

Formulated winning directions for global Sprite business pitch.

Won awards and garnered significant earned media for New York Lottery and Microsoft campaign work.

October 2013-October 2014

Associate Creative Director, Copy - Freelance

POSSIBLE

Spearheaded pitches that won new business from TOMS and Purina.

Unlocked successful strategy and execution for launch of TOMS Roasting Company.

Collaborated with Mother New York to develop branding and website for 1 Hotels.

December 2003-October 2013

Creative Director, Principal

Zephyr Syndicate Digital Studio

Pitched and won diverse clients ranging from media concerns to a premier footwear company.

Led evolving teams of top-tier designers, digital artists, animators and programmers.

Completed over 100 digital projects on time and on budget.

December 2012-May 2013

Senior Copywriter - Freelance

McGarryBowen

Drove ideation and copy on Verizon, Motorola and Chase accounts.

Doubled Motorola's goal for their Droid smartphone by raising awareness 20%.

Multiplied purchase intent by three times compared to Motorola's previous Droid campaign.

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experience cont'd *December 2008-April 2012*

Adjunct Professor

DePaul University

Engaged undergraduate students in digital media, game design and history courses.

Designed up-to-the-minute syllabi, powerful presentations and materials linking theory to practice.

Earned glowing evaluations and enthusiastic endorsements from students and administrators.

2005-2008

Editor

Black Book's Guide to Chicago

Organized start-to-finish print and online project across three editions.

Directed editorial contributors amid rigorous production deadlines.

Composed, edited and researched style-conscious copy.

December 2003 - October 2013

Creative Director, Principal

Zephyr Syndicate Digital Studio

May 1997-November 2003

Freelance writer, copywriter

Self-employed

Executed and sold original non-fiction articles to national and international publications.

Authored and edited copy for corporate campaigns across all channels.

Promoted with writer's bio in Playboy, Black Book, Inked and Chicago Magazine.

January 2001-December 2001

Consultant, Software Trainer

Mac University

Taught lab-based computer training classes in web design, HTML, CSS and Adobe Creative Suite.

January 2000-December 2000

Principal

Schema Studios

Managed creative team as one of five partners in all-digital shop.

March 1999-December 1999

Consultant, Software Trainer

Mac University

October 1998-February 1999

Associate Editor

Playboy Online – over 75 million page views per month

extras

Honored by One Show with Merit Awards for New York Lottery and Microsoft.

Contributed articles to Project Management Institute's PM Network magazine, winning the 2008 Magnum Opus Grand Award.

Produced two games for Tribal DDB's Arizona Jeans site, 9th Annual Webby Awards Official Honoree.

Interviewed multiple times on NPR, WNYC and Vocalo.org.

Featured speaker at DePaul University panels on media, ethics and games.

Smashed page view records at Playboy.com with multi-installment series on Japan.

education

B.A., English (Writing Concentration)

University of Illinois at Chicago