

# Ben Creekmore / CW

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**portfolio:** [bencreekmore.com](http://bencreekmore.com)

## About Me

*I've written for a wide range of brands, from dog food to diamonds I can't afford. My work has covered every major social channel, traditional media and received some recognition in a few industry award shows. I'm an ad nerd to the nth degree, media-agnostic and obsessed with making ads that don't feel like ads.*

## Experience

Oct '21 - May '24

### **GSD&M, Austin, TX**

*Worked on social, digital and broadcast campaigns for the Air Force and Space Force. This included the Air Force Reserve's first brand platform "Ready for More", Air Force's "It Starts Here" campaign and Space Force's "Space is Closer than You Think" project. Additionally, I sold through the PR stunt "Drive Thru Takeover" for Pizza Hut and pitched Super Bowl spots for Avocados from Mexico.*

Jun '21 / Jul '21

### **Freelance: Laundry Service, New York, NY**

*Wrote for social campaigns, OOH and print for Luminous Diamonds and various social assignments for KIND Bar and Orbitz.*

Mar '21 / May '21

### **Freelance: TBWA\Chiat\Day, Los Angeles, CA**

*Worked on Blue Diamond Almonds' #28Xtremes TikTok campaign and various social assignments for Intuit QuickBooks.*

Oct '20 / Feb '21

### **Freelance: Wunderman Thompson, Austin, TX**

*Wrote and sold a campaign for Dell Technologies, which ran across 4 video spots and several digital ads. I also contributed to new business pitches for Burger King, VW, Lux Soap, and Dr. Oetker.*

Jan '18 / Aug '18

### **Intern: RPA, Santa Monica, CA**

*Wrote for ARCO, ampm, Halo, and Honda. This included producing work for OOH, social, radio, print, and various digital assignments. I also contributed ideas for a UNICEF pitch and pitched new campaign concepts for Halo.*

## Press

Ad Age  
Adweek  
Media Post  
FWA  
Awwwards  
Communication Arts

## Awards

Webby: 3 Shortlists  
Jay Chiat: Shortlist  
Communication Arts: Winner | Interactive

## Education

Bookshop School for Ads, Copywriting  
West Virginia University, Advertising