

**ZAC SPECTOR, COPYWRITER / STORYTELLER / CREATIVE DIRECTOR / DAD**

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**[real world experience]**

Climate Reality Leadership Corps, **The Climate Reality Project**

\_part of a global community of changemakers leading the fight for just climate solutions across the planet

Creative Director / Copywriter, **Freelance, Detroit + wherever you are**

\_ Apple, FCB Chicago, PRO Unlimited, Give Wrapped, gtb, Sukle Advertising & Design, LRXD, Offsite Agency, D+I Creative, Golden LA, The Lundquist Institute

Freelance Creative Director / Writer, **Apple, Cupertino**

\_Got to work with the wildly talented team at Today at Apple, to help write, shoot, edit and shepherd the [leadoff episode for Season 2 of Creative Projects](#)

Freelance Creative Director / Copywriter, **FCB Chicago**

\_NextEra Energy, Groupon

ACD / Copywriter, **gtb, Detroit**

\_Ford Trucks, Ford SUV, Ford Digital, Ford Social, Ford Sustainability, Ford Pass, Ford Service, QuickLane

Creative Director / ACD / Copywriter, **Leo Burnett, Chicago**

\_Fifth Third Bank, Brooks Running, Samsung, Froot Loops, Planters Nuts, Eggo Waffles, Keebler Cookies, Kellogg's Special K

Freelance ACD / Senior Copywriter, **Mekanism, San Francisco**

\_The North Face, Jim Beam, Amazon Kindle, Muscle Milk, Schwab, MTV VMA, Pepsi NFL (Super Bowl Halftime Show)

Creative Director / Copywriter, **Freelance, San Francisco + Chicago**

\_Butler Shine Stern + Partners, Cutwater, Mekanism, Eleven, AKQA, Division of Labor, Sukle Advertising & Design, Cibo, Doremus, studio 1183, ePantry, Leo Burnett Chicago

ACD / Senior Copywriter, **Goodby, Silverstein & Partners, San Francisco**

\_Cheetos, Corona Light, NBA, Chevrolet, Comcast, TD Ameritrade, SONIC Drive-In, Sprint, Ruffles, Doritos, Adobe, Peet's Coffee, Cracker Jack

ACD / Senior Copywriter, **Sukle Advertising & Design, Denver**

\_Whole Foods, Denver Water, UNICEF Tap Project, SCARPA, GoLite, LiveWell Colorado, WY Dept. of Health, Elements Therapeutic Massage, Fuser.com, GO Boulder, FPA, Good Times

Copywriter, **Crispin Porter + Bogusky, Boulder**

\_Volkswagen, Nike, Microsoft, Domino's Pizza, Miller, Sprite, Bell Helmets, Giro, Burger King, Big Brothers Big Sisters, Best Buy, Geek Squad, AMEX, Reddi-Wip

Copywriter, **Fort Franklin Ad Agency, Boston**

\_ESPN, NHL, OLN, Burton, Speyside Scotch, Stora Enso, Cambridge Savings Bank, Gadsby Hannah LLP, RCN, Magic Hat Brewing Co.

Equity Trader, **Chimera Capital LLC, New York City**

\_Invested in NASDAQ and NYSE securities, w/ intraday buying power up to \$500,000

***[fake world experience]***

The Creative Circus, Atlanta

\_Copywriting

Adhouse, New York City

\_Copywriting

University of Georgia, Athens

\_M.M.C. in Journalism

\_Photojournalism Minor

University of Michigan, Ann Arbor

\_B.A. in English Literature

***[awards to ponder]***

\_ADDY, OBIE, One Show, Radio Mercury, Communication Arts, Webby, FWA, Luerzer's Archive, Contagious, Telly, Hatch, ShowSouth, Denver 50, in like 497+ tech blogs and adverblogs, Creativity

International Corrugated Packaging Design Competition, 2005

\_Judges' Choice Award for 2005 Speyside Gift Set

\_Widely considered Nobel Peace Prize for corrugated cardboard

Creative Circus Student Show

\_Best Copywriting, 3 Golds, 2 Silvers + Rising Star Scholarship

Chastain Horse Park, 1982

\_7th Place out of 7 in quarterly Chastain Park Horse Show

\_Effectively ended my equestrian career

**[look ma, no hands]**

\_Can work all by myself on Photoshop, Illustrator, InDesign, Squarespace, Acrobat, Canva, Lightroom, Snapseed, Word, Pages, Slack, Teams, WebEx, Zoom, Dropbox, Box, Google Docs, Google Slides, Etch-A-Sketch, Typewriter

\_(Dreamweaver skills under construction)

**[yippee!]**

Soccer, Camping/Hiking, Skiing, Running, Road Trips, Cooking, Drums, Frisbee, Bocce, Backgammon & Photography

**Favorite Architects:** Antoni Gaudí, Zaha Hadid, Norman Foster, Frank Gehry, Howard Roark

**Artists:** Richard Serra, Man Ray, Edgar Degas, John Singer Sargent, Jack Dowd, Yayoi Kusama

**Kitchen Utensils:** Melon baller, Silicone spatula, Spoon

**Screwdriver:** Flathead

**Movie Directors:** Jean-Pierre Jeunet, Alexander Payne, Edgar Wright, Martin McDonagh, Alfonso Cuarón, Brad Bird, Wes Anderson, Sidney Lumet, Jason Reitman, Stanley Kubrick, John Lasseter, Coen Brothers, Orson Welles, Clint Eastwood, David Lynch, Christopher Guest, Judd Apatow, Spike Jonze, Christopher Nolan, Milos Forman, Stephen Frears.

**Movie Villains:** Doyle Lonnegan (Robert Shaw), *The Sting*;

Harry Waters (Ralph Fiennes), *In Bruges*;

"Big Ern" Ernie McCracken (Bill Murray), *Kingpin*;

Nurse Ratched (Louise Fletcher), *One Flew Over the Cuckoo's Nest*;

Zé Pequeno (Douglas Silva/Leandro Firmina da Hora), *City of God*;

Verbal Kint (Kevin Spacey), *The Usual Suspects*;

Marquise De Merteuil (Glenn Close), *Dangerous Liaisons*;

Bill the Butcher (Daniel Day Lewis), *Gangs of New York*;

Tsotsi (Presley Chweneyagae), *Tsotsi*

**Literary Characters:** Tom Bombadil (Tolkien's *Lord of the Rings*);

Lady Brett Ashley (Hemingway's *The Sun Also Rises*);

Philip Marlowe (Chandler's whole oeuvre);

David Brower (McPhee's *Encounters with the Archdruid*);

George Hayduke (Abbey's *The Monkey Wrench Gang*);

Wolf Larsen (London's *The Sea-Wolf*);

R.P. McMurphy (Kesey's *One Flew Over the Cuckoo's Nest*);

Ignatius Reilly (Toole's *A Confederacy of Dunces*);

Austin Popper (Portis's *Masters of Atlantis*);

Murray Jay Siskind (DeLillo's *White Noise*);

Ray Midge (Portis's *Dog of the South*)