

Danielle Vieth COPYWRITER

experience

Benefit Cosmetics, Creative Copy Director 2007- 2008

In-house creative director for all copy, product names, catalogs, press releases, direct mail, packaging as well as new product development.

Freelance, Copywriter 2006 – 2007

Accounts: Blow styling salon, John Frieda, Bugaboo, Fortune Magazine, Sam's Club

Ogilvy, New York, Copywriter, 2005-2006

Accounts: American Express, Delta Airlines, Miller Lite, Avon

Mother, London, Copywriter, 2003

Accounts: Orange, Coca-Cola, The Observer, Egg.com

DDB, Los Angeles, Copywriter, 2001-2002

Accounts: LA Film Festival, Wells Fargo Bank, Atari, Animal Planet, Stutz Cider

Saatchi & Saatchi, San Francisco, Copywriter, 1999-2001

Accounts: San Jose Mercury News, Procter & Gamble (PUR water filters, Old Spice)

Cole & Weber/Red Cell, Seattle, Copywriter, 1999

Accounts: Boeing, Pyramid Brewing Company, Bugle Boy Jeans, Visio Software, Behr Paint

education

The Creative Circus Portfolio School

Copywriting, Spring 1999

The University of Alabama

BA Communication, 1995

Major: Advertising, Minor: English

University of Innsbruck, Austria

Summer 1994

recognition

Cannes International Advertising Festival

London International Advertising Awards

New York Art Directors Club

Los Angeles Belding Award

The Seattle Show

Adweek's Best Spots

Mobius Award

Lisbon Erotic Advertising Festival

Lürzer's Archive

contact

Danielle Vieth

949 689 3742

danielle@daniellevieth.com

www.daniellevieth.com