

CHRISTINA AMAZAN

CONTACT

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Portfolio: www.camazan.com

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EDUCATION

Florida State University

B.A., Art History & Advertising

PRAISE

"...always gave amazing direction...has played a huge part in molding me into the writer I am today. I would recommend Christina to be the lead of a creative team."

-Alex De Liberto, H4B Chelsea

"A wonderfully refreshing blend of creativity, dependability, & technique."

-Thomas Conigliaro, FCB Health

"[has] a keen eye for detail & a clear vision for creativity."

-Sam Inshassi, Grey Healthcare Group

AWARDS

[2018 WWD Beauty Inc Awards Collab of the Year](#)

(Dove x Dunkin)

[2022 Webby Winner & People's Voice Winner](#)

(Apple Fitness+ Newsletters)

SKILLS

Copywriting

Presenting

Pitching

Concepting

Strategic planning

UX

Content Strategy

TV

Print

Digital

Social

Experiential

Brand partnerships

360° campaigns

Brand activations

Adobe Creative Suite

Microsoft Office

iWork

Google Drive

APPLE - SENIOR WRITER

JANUARY 2020 – PRESENT

- Led a team of writers and designers in website development, weekly direct mail newsletters, acquisition direct mail campaigns, and cross-channel deliverables for Apple Fitness+
- Created dynamic websites and launch materials for Apple Watch Hermès, Apple Watch Pride edition bands, and Apple Watch Black Unity bands
- Mentored young talent via Apple's Orchard program, ADCOLOR, and the Marcus Graham Project
- Helped Apple communicate their core values to the world via expertly-crafted websites as an in-house vendor (Kettle)

GREY - ASSOCIATE CREATIVE DIRECTOR

APRIL 2019 – DECEMBER 2019

- Created global pre-launch materials for new Pfizer/Lilly chronic pain drug
- Executed print, digital, and experiential assets for Pfizer's most successful unbranded campaign to date

FREELANCE - ASSOCIATE CREATIVE DIRECTOR

DECEMBER 2018 – APRIL 2019

- Helped small business owners define and promote their brands

EDELMAN - SENIOR COPYWRITER

JANUARY 2018 – DECEMBER 2018

- Created *A Place Called Fisher House* films for Suave's first-ever purpose-driven campaign on TV, social, and suave.com
- Crafted the Vaseline #savemyskin traveling airstream experience
- Executed [award-winning](#) #DovexDunkin campaign
- Planned *Make Meals That Do More* employee event for Unilever
- Developed #KnorrToMyDoor farmers market pop-up activation
- Launched the *screen responsibly* social campaign for Shire's eyelove brand
- Produced *Act with Certainty*, Edelman's first-ever ad campaign
- Contributed to planning and development for internal initiatives
- Won new business pitches for Genentech & Tazo Tea

H4B CHELSEA - COPY SUPERVISOR

JANUARY 2015 – JANUARY 2018

- Produced print, digital, video, and social content for Alcon contact lenses
- Created the inaugural *Lemtrada MS Exchange* national patient events — a first for Sanofi-Genzyme
- Launched liletta.com for patients, doctors, and staff
- Won multiple new business pitches for Pfizer

GREY - WRITER

JUNE 2013 - JANUARY 2015

- Managed various print and digital deliverables
- Supervised the work of freelancers and writers
- Revamped the Cialis direct mail campaign (their most successful to date)

FCB HEALTH - COPYWRITER

NOVEMBER 2011 - JUNE 2013

- Mastered the ability to write and manage large-scale projects for print and digital while also participating in new business pitches