# Dan Esberg

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## Experience

### Boathouse / Senior Copywriter / Late 2021 - Present

– Role: Lead copywriter on creative team across a variety of accounts. Responsible for writing, concepting, and producing anything from social media content, out of home, radio scripts, and brand narratives.

– Clients: British Airways, MBTA, Mass General Brigham, Cambridge Trust, Bright Horizons, Logan Airport, Pittsburgh International Airport, Eversource, Sevita, Nimble Health, Arsenal Yards, etc.

### Ogilvy / Copywriter + Content Creator / Early 2020 - Late 2021

– Role: Lead copywriter on ALKMY, Ogilvy's boutique social content creation studio. Write, concept, ideate, and present dozens of pieces of content per week for a variety of clients in our agency's portfolio.

– Clients: IKEA, Walgreens, Medify Air, Bristol Myers, Squibb, KORI, Zoetis, Vyepti, Lundbeck, etc.

### Hasbro / Copywriter + Content Creator / Mid 2018 - Early 2020

– Role: Copywriter and social media content creator. Responsible for writing, concepting, designing, photographing, and editing social media content for Hasbro's global brand portfolio.

– Clients: Play-Doh, Nerf, My Little Pony, Star Wars, Marvel, Transformers, Monopoly, Hasbro Gaming.

### Hill Holliday / Junior Copywriter + Content Creator / Mid 2017 - Mid 2018

– Role: Writer, designer, and production assistant on multiple clients at a time. Serving as a utility creative for whatever needed to get done, social content wise.

– Clients: Dunkin Donuts, Stop & Shop, Bank of America, Party City, Sealy, Capell University.

## Education + Skills

Boston University | Fall 2013-Winter 2016

Graduated with a BA in Advertising with a focus in Creative Copywriting

– Fluent Adobe Suite Programs: Photoshop, Premiere, After Effects, Illustrator.

– Strong knowledge of best practices for all social media platforms.

– Strong knowledge of brand trends, CEO communication, and narrative branding.

– Fluent in presentation design tools: Keynote, Google Slides, Powerpoint, InDesign.

– Comfortable managing people, teams and projects.