
TOM HASENFRATZ

SR. COPYWRITER / ACD

Phone: 405.919.2363

Portfolio: tomhasenfratz.com

Email: tomhasenfratz@gmail.com

Profile

A strategic creative with a knack for putting things just right. Tom has been leading creative teams to award winning work in the Bay Area for more than 5 years.

Experience

J. Walter Thompson - Senior Copywriter / ACD (Aug 2016 - Jan 2019)

Creative lead for campaign and new business development. Responsible for training and management of creative team, work load division, and quality oversight. Led the conception and development of award winning Augmented Reality platform. Wrote words, shot pictures, traveled far.

Deliverables: Social/Digital Campaigns, Crafting Distinctive Brand voices, New business pitches, Shopper Marketing, Platform Development, Brand Development, BVI's, Digital Storytelling, AR, VR, Experiential, OOH, Brand launches, Technical translation, Client Development, Project Oversight

MRY - Copywriter (Jun 2015 - Apr 2016)

Senior copywriter for the Del Monte account and lead writer for new business development. Responsible for driving account growth while working across a wide range of industries and clients.

Deliverables: Social campaigns, Digital, Video, Banner, Social Sweepstakes, Experiential, New business pitches, Animated character development

Questus - Jr. Copywriter (Nov 2014 - Jun 2015)

Primary copywriter for a boutique agency, responsible for crafting and modernizing the voice of Suzuki Motorsports across North America.

Deliverables: TV, Radio, Social, Digital, Developing Brand voice, New business pitches

United States Air Force - Airborne Mission Specialist (Aug 2004 - Aug 2010)

Job Description: You're 30,000 feet above an active war zone. Something breaks. You have 30 seconds. 29...

Responsibilities: Operation, diagnostics, and repair of critical in-flight mission systems. Supervision and Instruction of students pre-flight, in-flight and post-flight. Primary firefighter for all in-flight emergencies.

Education

Academy of Art University, San Francisco, California - MFA, 2015

University of Cincinnati, Cincinnati, Ohio - BA, 2012

Accounts: Adobe, Air China, Campari (Aperol, Wild Turkey, Grand Marnier, Glen Grant, Russell's Reserve) Treasury Wine Estates (Sterling, 19 Crimes, Beringer, BV, Chateau St. Jean, Acacia), Evertron, JUMA, Nestle (Haagen-Dazs, Skinny Cow), Samsung

Accounts: Charles Schwab, Credit Karma, Del Monte (Fruit and Veggie Fusions, Canned Vegetables, Fruit Cups, Refreshers), T-Mobile

Accounts: Suzuki Motorcycles, NBC, Marriott, Driscoll's Berries, Universal Orlando, Questus.com

Airframe: Boeing 707 (Modified), E-3 AWACS (Airborne early Warning and Control System), IFR capable (In-Flight Refueling)