

WYNDHAM STOPFORD

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Creative Director, Copy

Larchmont, NY

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[Portfolio](#) [LinkedIn](#)

Creative lead with a passion for writing; bringing a demonstrated history of success managing creative teams and guiding the development of award-winning work for a wide range of blue-chip brands. Proficient in team building and client relationships. Skilled in creating and communicating 360 ideas that make the complex simple and the simple engaging.

EXPERIENCE:

Creative Director | Freelance | 2020 – Present

Go-to creative talent with a unique mix of general advertising and Pharma experience, showing superior conceptual skill and ability to bring 360 ideas for campaign extensions, brand refresh, and new business pitches

Agencies: Saatchi Wellness, Publicis Health, Eversana/Intouch, Sage, Razorfish

Accounts Pharma: Vraylar, Botox, Orgovyx, Dexcom, Eli Lilly, Daprodustat, Icodec

Accounts General: Duke's Mayonnaise, BellSant, NEAT Coffee, White Rock Beverages, 4th & Heart, Velocity Marketing

Creative Director | Group SJR, NYC | 2019 – 2020

- Oversaw the creative development and production of social content for ExxonMobil from ideation thru publication with messaging and audience customization, scaled across FB, IG, YouTube, LI and TW
- Managed a department of art directors, copywriters, designers, animators, and video editors ensuring work was on time, within budget, and breakthrough
- Collaborated with agency principles to identify new business opportunities and growth within existing accounts

Account: ExxonMobil

Creative Director, Partner | Protagonist, NYC | 2013 – 2018

- Guided creative teams ensuring campaign objectives aligned with agency and client goals
- Produced award-winning work in TV, video, brand activations, digital, social, radio, and print
- Pitched and won new business including Heluva Good, Planet Oat, Charco-Caps, Urinozinc, and Udderly Smooth
- Collaborated with agency principles to identify new business opportunities and growth within existing accounts
- Mentored creative staff providing career guidance and yearly performance reviews

Accounts: Zicam Cold Remedy, Zicam Total Immune, HP Hood Dairy, Seeso Streaming Comedy Channel, Heluva Good!, New Balance, Chevy, and DSE Healthcare

Creative Director | Ogilvy & Mather, NYC | 2003 – 2013

- Reported to GCDs with the responsibility of developing and executing creative across a suite of blue-chip accounts
- Managed junior teams in the development of work from ideation through production
- Collaborated with agency GCDs ensuring projects were on strategy, on time, and within budget
- Part of the team that helped grow the agency's RedWorks division from a brand extension and tactical offering to a robust creative solution within the Ogilvy portfolio of services

Accounts: American Express, Hellmann's, Bulova Watches, Citizens Bank, Quorum Federal Credit Union, TD Ameritrade, BlackRock, and Time Warner Cable

Prior Agencies: SS+K, DMB&B, AC&R, and McCann New York

Awards: Gold Summit Award, Silver Summit Award, Silver International Summit Award, Bronze Telly Award

Education: Albany State University of New York

Skills: Writing, Copywriting, Problem Solving, Branding, New Business Pitches, Mentoring, Strategy, Microsoft Office 360, Adobe Acrobat, Video, TV, Print, Collateral, Social Media, Digital, Mobile, Activations, Website, Pharma, DTC/HCP, Health & Wellness, OTC, Packaged Goods, Consumer, B2B, Energy, Credit Cards, Financial Services, Food & Beverage