



# Daniel Gonzalez Senior Copywriter

## ABOUT//

Daniel has been tailoring copy with sartorial precision to develop concepts that influence elusive consumers in the multicultural market. A top-performing, award-winning creative with strong proficiency in building branded campaign voices for leading companies.

For 6+ years, he has been finding creative solutions in authentic experiences in order to thread ideas that both reject clichés and challenge cultural stereotypes.

A passionate storyteller with an ability to produce collaborative and head-turning results on multimillion dollar projects for a variety of brands. Equipped with great digital content creation skills, multi-national campaigns that increase brand equity, and CRM—he can meet deadlines and clients.

Imaginative resourcefulness, great resilience and an ability to envision high quality results in scale. Can work independently or lead other copywriters.

Daniel knows that just like brands, great work is defined by prioritizing user needs, and by *doing versus saying*.

## SKILLS//

Copywriting with an English/Spanish bilingual fluency, Attention to detail, Passion, Leadership, Superb problem solving, Quick learner, Concept development, Presentation skills, Editorial, New business, Adobe Creative Suite, TV, radio, print, outdoor, branding, social media, digital media, non-traditional tactics.

## EDUCATION//

**University of Texas at El Paso,**  
**B.A. Media Advertising/  
Graphic Design**

*Class of 2008*

## INTERESTS//

Graffiti, coffee culture, indie magazines, urban cycling, craft beer, selvedge denim, dogs, sneaker culture, vinyl records, *wabi sabi*, heritage menswear, architecture, modern furniture, brand archetypes, design start-ups, handmade movement—All things Brooklyn.

## EXPERIENCE//

### **VaynerMedia!**

*February 2016–Present*

Senior Copywriter, NYC

Leads creative development of social media initiatives across all platforms for ABI portfolio: Budweiser, Bud Light, and Stella Artois. Spearheads Hispanic initiative for new business development and best practices.

### **Prime-Access Advertising**

*November 2014–February 2016*

Creative Brand Partner, NYC

Lead brand development of strategic multicultural initiatives in the wellness market. Partnerships included Novartis, Gilenya, Xolair and Zostavax. Played critical role in the acquisition of Quest Diagnostics in 2014.

### **GlobalHue Advertising**

*June 2011–October 2014*

Senior Copywriter, NYC

Crucial player in helping Verizon establish relationships with the Hispanic consumer through various partnerships including NFL, MTV3, MUN2, Fútbol Liga Mexicana, Apple and Motorola through traditional TV, radio, print, out of home, as well as social media and digital. Other clients included HBO, NBA, Walmart, and JEEP/Chrysler.

### **SandersWingo Advertising**

*March 2010–May 2011*

Copywriter, TX

Encouraged numerous brands to weave connections with the Hispanic consumer. Clients included AT&T, Texas Historical Commission, Zales, El Paso Electric, Lucchese Boots, and Ocean Alexander.