

David Augustyn [copywriter]

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WEB

davidaugustyn.com

specialties

Direct, digital, CRM, promotions, branding. Industries include luxury hospitality, consumer packaged goods, food and beverage, technology and finance. Deep understanding of brand voice, UX/IA and storyboarding.

experience

SR COPYWRITER – STARWOOD HOTELS & RESORTS, NEW YORK, NY

8.2011 – NOW

The Luxury Collection, Le Méridien, W Hotels and St. Regis.

SR COPYWRITER – WUNDERMAN (Y&R), NEW YORK, NY

8.2006 – 8.2011

Citibank, Dell, Diageo Brands, Land Rover, Nationwide, Huggies and Dannon.

SR COPYWRITER – SMALL PLANET, INC., NEW YORK, NY

12.2005 – 5.2006

NASCAR Racing sponsorship communications for environmental services client. Supervised junior copywriter.

COPYWRITER – THE FOOD GROUP, NEW YORK, NY

10.2004 – 10.2005

Nabisco, Kraft, Planters, Rémy Martin, Tombstone, Oscar Mayer and Heinz.

COPYWRITER – G2 BRANDING AND DESIGN, NEW YORK, NY

5.2003 – 5.2004

The Port Authority of New York and New Jersey, McAfee and Kmart.

COPYWRITER – SMALL PLANET, INC., RUTLAND, VT

3.2000 – 2.2003

Environmental services, luxury real estate, home furnishings, construction.

awards

START HERE. GO PLACES. (AICPA)

ASAE Gold Circle Award

IABC Gold Quill for Excellence

Effie Awards finalist

WMA Award for outstanding website

WMA Award for outstanding website ("Start Here Trivia Challenge")

Stevie Award winner

DANONINO

WMA Award for outstanding website

education

THE NEW SCHOOL

Certificate in Screenwriting, 2010

AMERICAN UNIVERSITY

B.A., International Studies, 1992

behind the music

Literary heroes include Robert Graves, Kurt Vonnegut, Elmore Leonard and Berkeley Breathed. Have a yen for absurdist fiction, a passion for film and a talent for acoustic guitar.