

# JEFF GREENSPAN

CREATIVE DIRECTOR / WRITER

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## ABOUT ME

I'm a creative leader with a track record of finding truths and turning them into joyful projects that get people to fork over attention and \$\$\$\$. My work's won awards, moved needles, garnered extensive press and social media coverage, and even found its way into the world-renowned Brooklyn Museum. Portfolio can be seen at [JeffGreenspan.com](http://JeffGreenspan.com).

## EXPERIENCE

### Creative Specialist Nov 2023 - Present

Hatch, Palo Alto, CA (remote)

Just started here, so check back later for details.

### Creative Director/Copywriter June 2013 - Nov 2023

Freelance, Worldwide

My writing, strategies, and concepts have helped numerous agencies win pitches and sell-through campaigns across all mediums in almost every business vertical. Highly sought after for my ability to drive earned media.

### Chief Creative Officer Sep 2012 - May 2013

BuzzFeed, NYC

As BuzzFeed's first CCO, I created bespoke brand integrations for one of the most visited websites, resulting in increased advertising opportunities and revenue. Hired, managed, and mentored content creators across many disciplines.

### Creative Strategist July 2011 - Aug 2012

Facebook, Menlo Park, CA

After working closely with Zuckerberg on communicating the launch of Timeline (which replaced Profile Pages), I developed activations to boost user sentiment. I also guided brands on best practices for creative work on the platform.

### Creative Director May 2010 - Jun 2011

BBDO, NYC

Led a team of 10+ for AT&T's digital creative. Integrated the telecom's traditional and digital advertising for the first time, moving them past banner ads and into culturally relevant work. This increased sales for AT&T, and budgets for digital at BBDO.

### Associate Creative Director Feb 2008 - Apr 2010

R/GA, NYC

As one of the first hires from the "traditional" advertising world, I brought storytelling elements to the agency's digital offerings. Wrote extensively for Nike and helped win MasterCard pitch.

## ACHIEVEMENTS & AWARDS

Ranked 8th most creative person in social media marketing by Business Insider • Standup seen on Netflix • Writing seen on Jimmy Kimmel Live • Spoke at TEDx • Wrote for filmmaker Michael Moore • Cannes Short List • One Show • Clio • Webby • Communication Arts • London International Awards • Art Directors Club Annual • NY ADDY's (Gold)

Work featured by: NY Times • WSJ • ABC • NBC • CNN • NPR • Time • Guardian • Fast Co • NY Post • Reddit Front Page • NY Mag

## SELECTED CLIENTS

Wieden+Kennedy • Mischief • Droga5 • Fortnite Collective • Humanaut • Havas • TBWA\Chiat\Day • Ogilvy • BBH • McCann • Bernie Sanders • Ryan Reynolds • ACLU • ESPN • Uber • Verizon • PayPal • FedEx

## EDUCATION

**State University of NY at Buffalo**

B.A. in Communication, Cum Laude

**North London University, UK**

Communication

**School of Visual Arts, NYC**

Copywriting