

# ROBBIE FINNIGAN

Executive Copywriter, Brand Architect

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## MISSION: TO GUIDE BRANDS THROUGH CHANGE

I refresh and re-establish brands. Stay up-to-date on up-to-the-minute consumer mindsets, trends and what's going on in the world. Use my experience and imagination to turn data into effective creative. Act as creative content "bridge" between social media managers and clients. Collaborate with marketing execs, art directors, designers, producers, editors, talent. Shorthand: I'm a crafty Futurist.

## FOCUS: WRITING SO SMART, YOU LOOK SMART

It (always) starts with nailing the positioning and strategy. Then unfolds into innovative concepts for social, print/OOH, video, TV, radio, podcasts, #s, tag lines, pitch books, licensing collabs, style guides, scripts, sizzles, speeches, product launches, global campaigns...I've even written copy for the bottom of a sneaker.

## EXPERIENCE: FASTER, STRONGER, BETTER

CD/Executive Copywriter 10+ years: Finnigan Freelance. WFH early adapter. ACD/Senior Copywriter/Copywriter: Dailey, FCB Global, Ogilvy, BBDO

## CLIENTS: A WIDE VARIETY OF CONSUMERS

Apple, Microsoft, Old Navy, Starbucks, AEG, DreamWorks, IKEA, Freddie Mac, Hilton, Honda, Nestle, Disney, Adidas, NBC/Universal, Athleta, Illumination & more.

"Thinks like an MBA. Imagines like an artist."

## HIGHLIGHTS: WORK THAT MADE A DIFFERENCE

- Collaborated with DreamWorks and IKEA to develop wacky cast of characters for successful global product line, app & You Tube animated series.
- Created and wrote the Disney Baby brand resulting in multi-million-dollar franchise. Note to self: Baby brands are economically resilient – people don't stop having babies.
- Wrote iconic Old Navy TV campaign landing on Top Ten List for brand recall and likability.
- Created emotionally powerful campaigns for Apple computers earning Best of Show, Addy, Clio and Silver Lion, Cannes.

## DAILY INTEL: BECAUSE INFORMATION IS POWER

WSJ, LA Times, Marketing Dive, Retail Dive, CA, The Pudding, Deadline, Refinery29, You Tube, Twitter, Instagram, Reddit, TikTok...various rabbit holes.

AND THIS...

College: UCLA BA History, Minor Design • Lived In: 8 cities • Quarantine: NBD I've been WFH for years  
Bonus: I have the antibody • Prized Possession: My Irish wit • Births: 2 humans. 2 houses. • Dog: Beagle  
Enneagram: 4 • Scripts: Comedies. Dramas. • Favorite Quote: "When I haven't any blue, I use red." – Picasso

I SEE THE  
BIG  
PICTURE

SO I CAN  
CREATE THE

BIG  
IDEAS