

Brandi Clinch

CREATIVE DIRECTOR

EXPERIENCE

DIGITAS HEALTH CHICAGO
ACD Writer, 2024-Present

Managed day-to-day for a team of 7 creatives. HCP focus. Brand positioning. Launch work. Creative problem solving.

FCB CHICAGO
ACD > CD Writer, 2019-2024

People and business management across several small to large accounts. New campaigns, pitch work, learned pharma.

JWT NY
ACD, 2016-2019

Found my relatable creativity niche. Mentored. Survived 8 layoffs, 2 mergers and so many Cannes runarounds.

POSSIBLE NYC
ACD, 2019

Loaned out part-time to JWT's sister digital agency. Went DEEP into digital.

LEO BURNETT CHICAGO
Jr. Copywriter > ACD, 2010-2016

Discovered my ad fam. Lots of learning, honing my craft and wild times. Like tattooing my name on a co-worker's butt.

ENERGYBBDO CHICAGO
Intern, 2009

Our desks were in the printer closet. So we hung up a giant word search and met tons of folks with great advice.

DRAFTFCB NY
Intern & Freelancer, 2009

Produced my first ad, a Milk-Bone coupon. Our CD told us to brainstorm at a dog park. My career peaked then.

OGILVY & MATHER PARIS
Incubator Program, 2008

In-house 3-month program led by Chris Garbutt. Daydreamed on *magical* briefs for global brands.

BRANDS

CPG | Michelob Ultra, Schick, Marlboro, Jim Beam, Wrigley 5 Gum, Stouffer's, Milk-Bone

TRAVEL | Boeing, Diners Club, Jamaica Tourism, Bahamas Tourism, Ford

SERVICES & FINANCIAL | Safelite, ComEd, ConEd, NextEra Energy, Discover, T Rowe Price

LUXURY | Samsung, Parliament, Perrier

B2B | Discover Global Network, Cox Business, Cisco

HEALTH & OTC | Zyrtec, Northwell Health, BC Powder, DenTek, Playtex, Motrin, Ubrelvy, Nucala

EDUCATION

VANDERBILT UNIVERSITY | Majors: Psych & Communications, Minors: Art & Biz, 2003-2007

MIAMI AD SCHOOL SAN FRAN | Copywriting Portfolio Program, 2007-2009