

JARED JOHNSEN

ACD/COPYWRITER

jaredjohnsen.com

jaredajohnsen@gmail.com

www.linkedin.com/in/jaredjohnsen

(651) 260 3696

Amsterdam, Netherlands



References available upon request

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

BBDO SF | 2020 - PRESENT

SENIOR COPYWRITER

BBDO SF | 2016 - 2020

COPYWRITER

BBDO SF | 2012 - 2016

FREELANCE COPYWRITER

SOCKEYE, AMSTERDAM | 2019

DESIGN REACTOR, SF | 2012

RAZORFISH, PORTLAND, OR | 2011

POTRERO MEDIA, SF | 2009/10

RECOGNITION

NORTH AMERICAN EFFIE AWARDS - 2018

SILVER - BRAND RENAISSANCE: NUTRO "FEED CLEAN"

DISTRICT ADDY AWARDS - 2017

SILVER - INTERNET COMMERCIAL: GOODNESSKNOWS "KNOW A NOTE"

SILVER - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM: GOODNESSKNOWS "KNOW A NOTE"

MERCURY AWARDS - 2017

FINALIST - GOODNESSKNOWS "TRY CREATING A JINGLE" RADIO

FINALIST - GOODNESSKNOWS "TRY A LITTLE VOICE ACTING" RADIO

REGIONAL ADDY AWARDS - 2016

GOLD - NATIONAL TELEVISION CAMPAIGN: WELLS FARGO
"SOUVENIR" "WORKING TOGETHER" CAMPAIGN

EDUCATION

BACHELOR OF ARTS, ENGLISH

PORTLAND STATE UNIVERSITY, OREGON
WITH HONORS

PREVIOUS LIFE

FREELANCE JOURNALIST

ARGENTIMES | BUENOS AIRES, ARGENTINA

EDITORIAL INTERN

SOUTH AMERICAN EXPLORER'S CLUB | BUENOS AIRES, ARGENTINA

ENGLISH TEACHER/ORGANIC FARMER

JATUN SACHA BIOLOGICAL RESERVE | ECUADOR

TRAVEL WRITER

BOOTSNALL TRAVEL | PORTLAND, OREGON