

# JOHN BENSE

writer & copywriter | johnbense@outlook.com | 2153533326 | johnbense.com

## Experience

**Copywriter** at Littlefield Agency in Tulsa (2023–25)

- » Developed multi-channel campaigns for Ditch Witch, Grasshopper Mowers, and the Philbrook Museum of Art.
- » Wrote for paid social, email, and other digital placements, tailoring creative to diverse brand voices.
- » Collaborated closely with art directors and strategists to deliver consistent messaging across platforms.

**Junior Copywriter** at Havas Chicago in Chicago (2021–23)

- » Created copy for AutoZone, Camel, and Polaris, with a focus on email marketing, organic social, and other content.
- » Adapted to varied brand tones while meeting tight deadlines and high production standards.

**Assistant Copywriter** at TracyLocke in Chicago (2020–21)

- » Wrote in-store display and activation copy for brands including OFF!, Raid, Baygon, and other S. C. Johnson products.
- » Contributed to seasonal campaign work and shopper marketing initiatives.
- » Supported senior creatives in fast-paced pitch and production environments.

**Intern** at Miller Group Marketing in Los Angeles (2020)

- » Worked with the creative team on concept development and headline writing.
- » Participated in brainstorming and client pitch preparation.

## Education

**The Creative Circus** in Atlanta, GA

- » Certificate in copywriting.
- » Trained in campaign development, creative strategy, and branded storytelling.

**American University** in Washington, DC

- » BA in Film & Media Arts with a minor in Business & Entertainment.
- » Focus in narrative structure, media production, and visual communication.

## Skills

### Writing & Editing

Proficient in Microsoft Office, Google Docs, Final Draft, and Keynote. Skilled in adapting tone and voice across formats.

### Design & Animation

Experience with Photoshop, Illustrator, Premiere Pro, After Effects, and InDesign.

### HTML Coding

Working knowledge of HTML and CSS. Able to collaborate effectively with developers.

### Photography

Experienced in both digital and film photography. Skilled in image editing and retouching.

### Eagle Scout

Completed hundreds of hours of community service in support of charitable and non-profit orgs.