



HERSCHEL KISSINGER

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THE STORY

London-based advertising copywriter with an awarded advertising career spanning two continents. Experienced in every stage of the creative process, from initial idea to final production.

THE WORK

FREELANCE COPYWRITER 08/2020 – CURRENT

Tennis Australia | Melbourne, Australia

- Co-wrote advertising campaign for Australian Open 2021, including print, out-of-home and TV commercials
- Overhauled COVID-Safe signage and messaging amid a snap lockdown mid-tournament
- Oversaw all ticket sales copy for web and email, making them the largest revenue drivers for ticket sales
- Co-created *Release the Player Within*, a three-year TV campaign encouraging everyday Australians to play tennis

FREELANCE COPYWRITER 06/2020 – 07/2020

Australian Red Cross Lifeblood | Melbourne, Australia

- Ideated digital campaigns to drive donations as COVID caused spike in blood donation demand
- Wrote tailored emails, text messages and landing pages to re-engage donors, featuring the unique uses for their blood or plasma type
- Crafted materials for Australia's first-ever microbiota transplant centre

COPYWRITER 01/2017 – 12/2019

Edelman | Chicago, USA

- Developed Amazon Alexa app for Butterball, America's leader in Thanksgiving turkeys
- Helped concept and launch Wine and Cheez-It Box, which secured 350+ news stories
- Executed American Sexual Health Association's first-ever campaign, driving 100,000+ searches
- Supported 360-degree marketing campaign for U.S. Department of Defense Warrior Games

IMMERSION ASSOCIATE 07/2015 – 12/2016

Edelman | Chicago, United States

- Selected from over 500 applicants for the agency's prestigious rotational program.
- First employee in program's history to be offered a full-time Copywriter role.

THE SCHOOLS

- **Certificate of Higher Education | Screen & Media** *06/2021*
Melbourne Polytechnic, Melbourne
- **Certificates | Screenwriting for Film and TV** *12/2020*
Australian Film, Television and Radio School, Sydney, Australia
- **B.A. | Advertising / Economics** *05/2011*
University of Wisconsin, Madison, USA

THE AWARDS

- - Silver Effie Award
 - 3x PR Week Awards
 - 2x Holmes Report SABRE
 - Awards American Advertising Federation ADDY Award
 - Media Post Creative Media Award