

Dan Kalmus

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SUMMARY

Dan Kalmus is an accomplished associate creative director (copywriter) with a decade of advertising agency experience. His client list includes national telecoms like AT&T and Verizon; advocacy groups like AARP; and trusted brands Shutterstock, Weight Watchers, and Miracle-Ear. His work crosses digital, social, TV, print, CRM, and experiential. He's led teams, conducted client workshops, directed film shoots, and even won a few awards along the way. Dan is an emotion-driven marketer and antagonist of milquetoast creative.

EXPERIENCE

Associate Creative Director

Freelance

May 2022 - Present, Los Angeles, CA

- Developing campaigns for AT&T Local at Translation.
- Ad hoc campaign development for Cardboard Spaceship, LPZ Media, and PK Network.

Associate Creative Director

Madwell

February 2021 - April 2022, Brooklyn, NY

- Focused on Verizon Gaming account.
- Partnered with strategy on creative brief development.
- Projects spanned digital, social, experiential, film, and more across core and partner brands.
- Oversaw and monitored growth of 7 junior creatives.

Senior Copywriter

Madwell

March 2020 - January 2021, Brooklyn, NY

- Worked on Zarbee's, Google, new business, and more.

Senior Copywriter

DiMassimo Goldstein

May 2019 - January 2020, New York, NY

- Worked on SlimFast, Shutterstock, Jackson Hewitt, Miracle-Ear, TradeStation, and more.
- Projects span TV, print, digital, social, CRM, direct mail, radio, pop-ups, and more.
- Led client workshops and hosted activations.

Copywriter

DiMassimo Goldstein

February 2017 - May 2019, New York, NY

- Worked on Bronx Zoo, Miracle-Ear, Weight Watchers, TradeStation, Ally, Online Trading Academy, and more.

Junior Copywriter

Grey

August 2013 - October 2016, New York, NY

- Worked on AARP, RadioShack, Bausch + Lomb, and various GSK brands such as Breathe Right, TUMS, Panadol, and more.
- Projects span TV, print, digital, social, and direct mail.
- Directed a series of regional AARP commercials.

Creative Intern

Grey

June 2013 - August 2013, New York, NY

- Created TV, print, digital, social, and direct mail for clients such as RadioShack, Downy, E*TRADE, Pringles, Canon, and more.

Staff Assistant II

Population Council

June 2008 - September 2012, New York, NY

- Provided administrative support, wrote memoranda, and maintained global database of insurance, real estate, and banking information.
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EDUCATION

Continuing Education in Advertising

School of Visual Arts · New York, NY · 2011

Bachelor of Arts, Psychology

Vassar College · Poughkeepsie, NY · 2008

SKILLS

Microsoft Office & Adobe Creative Suite

Public speaking (former Toastmaster)

Rugby (played for top 10 nationally ranked division II school)

Dungeon master (storyteller for Dungeons & Dragons)

Improv & sketch (studied at Upright Citizens Brigade)