

**Christine O'Hanlon**  
**Creative Writer / Strategic Thinker**

[www.chriscopy.com](http://www.chriscopy.com)

ph: 917.952.7224 • email: chris@chriscopy.com

**Places I've Worked:**

**DDB, Kirshenbaum & Bond, Ogilvy, G2, 2006 — Present**

*Freelance Senior Copywriter*

NY Stock Exchange — revamp of their website

LUCENTIS — created their first mobile website

HUMIRA — direct mail, email, DVD

**Draft, 2004 - 2006**

*Senior Writer/Supervisor*

Bank of America — print, radio, mail, POS

**McCann-Erickson, The Sloan Group, Merrill Lynch, 2001 - 2004**

*Freelance Senior Writer*

Bank One — direct mail

Merrill Lynch — print

Verizon software — POS

**Digitas, 1999 - 2001**

*Associate Creative Director*

AmericanExpress.com — made website more customer-friendly

Allstate — integrated online and direct mail program

**FCB, 1995 - 1999**

*Associate Creative Director*

MetLife — introduction of e-billing and online enrollment

Citibank — online banking direct mail

Caples Awards — creation of their first website

Mentoring USA — re-creation of their website

**Ogilvy One, 1990 - 1995**

*Writer to V.P., Associate Creative Supervisor*

AmericanExpress.com — concepts for original website

American Express — print and direct mail

AT&T — print and newsletters

**Awards I've Won:**

Gold Andy Award — American Foundation for the Blind

Bronze Echo Award — first Caples website

Gold & Silver Caples Awards — Book-of-the-Month Club print

**Christine O'Hanlon**  
**Creative Writer / Strategic Thinker**

**10 Projects I Couldn't Be More Proud Of:**

1.  
Clearing the air about allergies and global warming.
2.  
Helping people with migraines manage them more successfully.
3.  
Taking the scariness out of enrolling for life insurance.
4.  
Re-positioning stamp collecting to a new generation.
5.  
Creating an aura of cool around the Caples Awards.
6.  
Saving special education programs for the blind.
7.  
Re-branding a Swedish coffee as a coffeehouse experience.
8.  
Turning a stamp show into a family attraction.
9.  
Helping HR managers spend less time with paperwork and more time with employees.
10.  
Winning a Bronze Echo (effectiveness) Award for the Caples (creativity) website.