



JOE DEMARCO

copywriter • creative director

CONTACT

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EDUCATION

Creative Circus
Michigan State University

RECOGNITION

Cannes
London International
Clios
The One Show
CAF
EFFIE's
Archive
Graphis
Addy's
Adweek
Tellys
Ad Forum

DISCIPLINES

Online Video & Television
Print
Radio
Outdoor
Social Media
Digital
Experiential

A little about me

I'm a copywriter, creative director, collaborator, and craftsman. For over 20 years, I've worked on everything from whiskey to refrigeration units. I've worked at big and small agencies on big and small brands. And I've been fortunate enough to work with some great people too. I'm currently freelancing, but always open to full-time opportunities.

My experience

Freelance	2013-present
Agencies: MRM, St John, CONNECT, Brunet Garcia, RFR Creative, Burdette Ketchum, TIAA Bank, 3Q Digital, The Freeman Company, Havas, Sponge, Leo Burnett, Beam Suntory, Digitas, Lapiz, PwC Digital, Noble & Associates, Grisko and more.	
Accounts: Cisco, Ricoh, Webex, Mid Florida Credit Union, V Pizza, Metro Diner, Wonderbird, Ruby Tuesday, CDC, Miller, Knob Creek, Jim Beam, Sprint, Hefty, Reynolds Kitchens, Cracker Barrel, Discover Debit, Metra Rail, CIBC bank, Ventra, Pace, ComEd, Field Museum, Phillip Morris, Behr paint, Chicago Police Memorial Foundation, Deloitte, WellCare, Ruby Tuesday, Rooms-to-Go, and more.	
Ogilvy & Mather / CD	2011-2013
SC Johnson brands— <i>Windex</i> , <i>Glade</i>	
Energy BBDO / ACD	2006-2011
Bayer consumer brands (<i>Aleve</i> , <i>Flintstones</i> , <i>One-A-Day</i> , <i>Alka-Seltzer</i> , <i>Phillips</i>), Jim Beam, Illinois Lottery, Lasalle Bank, Wrigley brands (<i>Extra</i> , <i>JuicyFruit</i> , <i>Doublemint gum</i>), Dial consumer brands (<i>Purex</i> , <i>Dial for Men Zout</i>), Chicago White Sox, Accu-Check, Macaroni Grill, On the Border	
Noble & Associates / CW	2003-2006
Behr paint, Sea-Doo, Country Financial, Cousin's Subs, Tamko roofing, Gerber, Tyson chicken	
BBDS / CW	2000-2003
Ingersoll Rand brands (<i>Schlage</i> , <i>Kryptonite</i>), Sea-Doo, Midwest Airlines, Metra Rail, PACE, Underwriter Laboratories, Hayes Brakes, Briggs & Stratton, Thermoking, GE Medical Systems	
Pollack Levitt & Nel / CW	1998-2000
Georgia Power, Powertel, Kimberly Clark	