

Ann Lieberman

Creative Director : Associate Creative Director : Copywriter

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annisawesome.com

THE JOBS

Ann Is Awesome Creative

2008-present

Freelance CD/ACD/Copywriter

Various projects of all sizes that require writing, editing, conceptual work and branding for ad agencies or brands themselves.

Specialties: **Brand Voice Development • Brand Campaigns • Brand Guidelines • Platforms • Websites • Manifestos • Pitch Decks • TV Spots • Digital Video • Social**

Upwork

October 2022- October 2024

Creative Director/Copywriter, Campaigns

In-house @Workshop, Upwork's internal creative department

-Helped to spearhead the company's first global GTM product launch focused on AI innovations.

Oversaw campaign and asset development. Helped lead brand redesign, including personality and TOV.

-Developed concepts for new products, including writing manifestos, product names, campaign ideas and establishing voice and tone for different parts of the business.

Netflix

July 2024-August 2024

Freelance Creative Director / Copywriter

In-house

Project: Created outdoor displays and posters for **The Squid Games Live Event in NYC**

Ann Is Awesome Creative

2008-2022

My freelance business

Freelance CD/ACD/Copywriter/Strategic Writer/Producer

Clients/Agencies: Netflix, Upwork, Pet Turtle, dotdotdash Portland, Opus Portland, Smarter Nutrition, Green Dot Agency (Deloitte), Digitas Boston, MMB Boston, Arnold Boston, Jack Morton Boston, Element Productions Boston, Fuselideas Boston, C-Space Boston, Mother NY, HAVAS NY, LA, London, IPG Media Lab NY, JWT NY, BBDO NY, Big Spaceship, Strawberry Frog, Saatchi NY, Chiat/TBWA NY, Euro RSCG

Projects: The Squid Games Live Event NYC, Upwork (Branding & Large Campaigns), The Kentucky Derby, TikTok for Business, Warner Media, LG Washers/Dryers, Smarter Nutrition, Hasbro, Bank Of America, Massachusetts Department of Public Health, Sam's Club, Subway, Bob Evans, Foster Grant, Progressive Insurance, Biogen, Bain Capital, UMass Amherst, Connecticut Lottery, Earth Shoes, SFO Airport, WOW Air, Santa Fe Tourism, Chobani Champions, Mutual of Omaha, Blue Cross Blue Shield, Accenture, Alexa, Miller Lite, Starbucks, Fox Sports 1, Gerber

Taxi – New York, NY

2006-2008

Associate Creative Director / Senior Copywriter

Clients: Versus Sports Network, New York Life, Molson Canadian, Blue Cross/Blue Shield of NJ, Motrin, British Airways

Mother – New York, NY

2002-2006

Creative

Clients: The NBA, Chipotle, Milwaukee's Best Light, The Children's Place, Flip.com, Coca-Cola, Virgin Mobile, Blue Q, 10 Cane Rum

Vogt Goldstein – Westport, CT

2001-2002

Copywriter

Clients: Oxford Health Plans, Hiram Walker Liquor (Allied Domecq), Wellesley College

Freelance Copywriter – New York, NY / Boston, MA

2001

Ogilvy One, The Roman Group, BBDO NY, Boathouse

Mad Dogs & Englishmen – New York, NY

2000-2001

Junior Copywriter

Clients: Haribo Gummi Bears, MovieFone, Canadian Club, Target, Friends of Animals

Arnold – Boston, MA

1995-1996

Copywriting Intern

Clients: McDonalds, Blue Cross, Nynex, Fleet Bank

THE CLASSES

The Creative Circus, Atlanta, GA, Certificate of Excellence - 2000

Boston University, B.S. in Mass Communications - 1996

*AdLab Alum

THE AWARDS

2006 One Show, Bronze

2006 Cannes, Shortlist
2006 Addy, Silver
2006 Addy, Bronze
2006 PRINT Magazine
2001 Archive Magazine
2001 Creative Review Magazine

THE INSPIRATION

I have been fortunate enough to work with, and learn from some of the most amazing creative people in our business. A special shout out to Nick Cohen, Paul Malmstrom, Linus Karlsson and Wayne Best. You are my heroes.