



# CHRISTIAN SANTIAGO

## Copywriter

Although I have always been a writer at heart, I am in the early stages of my career as a professional copywriter. My unique skill set makes me a valuable asset to any organization. I wish to continue fostering my growth and sharpening my voice and writing style in a creative setting. My experience as a native New Yorker of Dominican descent is where most of my creative inspiration comes from. Community is a massive part of my identity, and my goal is to continue sharing the stories of my people and doing my part to create better circumstances for everyone after me.

## EXPERIENCE

### ASSISTANT PRODUCER

*D&AD Shift | January 2024 - May 2024*

- Provided personal and professional guidance and support to the New York cohort
- Acted as the point of contact for partner agency visits and communications
- Assisted in the remodeling of the curriculum based on my experience as a “Shifter”
- Led lessons around copywriting, public speaking, and pitching a deck

### COPYWRITING INTERN

*Momentum Worldwide | June 2023 - August 2023*

- Worked closely with the Creative team to develop concepts and copy on briefs for several clients, including Verizon, American Express, Walmart, and Purina
- Wrote copy for email, social media, and out-of-home advertisements
- Created content for the Momentum Social media platforms, including outfit of the day posts, highlighting employee diversity and inclusion, and conducting in-person interviews at client activations

### COPYWRITING APPRENTICE

*D&AD Shift | October 2022 - March 2023*

- Wrote long and short form copy on campaigns for adidas, Spotify, Guinness, and various advertising agencies
- Pitched several campaign and activation ideas to brand and agency representatives
- Answered complex briefs and provided solutions for client problems
- Spoke publicly as an advocate for the inclusion of people of color and other marginalized groups in the advertising industry

### MEMBERSHIP ADMINISTRATOR

*American National Standards Institute | August 2015 - June 2023*


- Managing annual membership renewal billing process, responsible for the invoicing and collection of over \$10 million in revenue
- Retaining and strengthening relationships with the Institute's 1,400+ members
- Create and execute marketing campaigns, resulting in 10% member growth per year
- Hosting webinars and forums for member onboarding, networking, and engagement

### STAND UP COMIC

*March 2018 - Current*

- Written and performed live stand-up comedy in clubs such as New York Comedy Club, The Stand, Broadway Comedy Club, etc.
- Created and hosted weekly open mic workshops in various New York City venues
- Assisted in pre-production and venue preparation for shows and other events

## CONTACT

 [www.christiansantiago.work](http://www.christiansantiago.work)

## SKILLS

Creative Writing	Team Leadership
Public Speaking	Project Management
Improvisation	Budget Administration
Humor	Data Analysis
Wit	Ambition

## EDUCATION

D&AD Shift Apprenticeship

D&AD Copywriting Masterclass

Upright Citizens Brigade

Sketch Program

Laughing Buddha

Late Night Writer's room

## SOFTWARE

Adobe Photoshop

Adobe Premiere

Final Draft

GarageBand