



# ANDREW HAJJAR

Creative Director/Copywriter

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NY-based writer/creative director/taurus/INTJ but an even better friend (references available upon request). Work has been recognized by Cannes, One Show, Radio Mercury, Shorty Awards, Linda Hajjar's Best Ads on TV, and more...

## WORK EXPERIENCE

### HAJJAR INDUSTRIES

Freelance Creative Director/Writer | Jan 2022 - Current

Freelancing at agencies like: McCann, Special Group, Cactus, Ogilvy, Netflix and more...

### TEND

Senior Creative Director | Jun 2021 - Dec 2021

- Led the creative and strategic vision for the US and Mexico launch of the first community-focused neobank.
- Helped bring the brand to life through collaboration with branding agency Gretel NY.
- Worked with freelance journalists and writers to launch The Green - our 'hive-mind for the thrive-minded' - equal parts community forum and content hub for Tend members.

### BBDO LA

Associate Creative Director | May 2020 - Jun 2021

- Worked on numerous AT&T Mobility/Fiber campaigns and partnerships with HBO Max.
- Helped pitch and win the Juanita's Foods account, the agency's first non-AT&T client.

### MCCANN

Associate Creative Director | Jan 2017 - May 2020

Worked across the full-breadth of agency clients with highlights like:

- Partnered to lead the social media work for Choice Hotels and Office Depot/OfficeMax.
- Concepted and produced the award-winning Astronaut Reality Helmets for the Nat Geo Channel.
- Worked with multicultural agency partner Casanova//McCann to modernize the Nesquik brand.
- Helped pitch and win Ulta Beauty, Homegoods/TJX, Instax (Fuji Film), and ADT Home Security.

### RPA

Senior Copywriter | May 2014 - Jan 2017

- Partnered to write and execute an award-winning brand refresh campaign for Farmers Insurance.
- Helped pitch and win the Apartments.com account and produced their first Super Bowl commercial.

## **DDB SF**

Copywriter | Jun 2011 - May 2014

Worked solo and with partners to create TV, radio, print and digital ads across the full brand portfolios for Clorox and Conagra Foods.

Clients: Clorox Cleaning Products, Hidden Valley Ranch, Glad Trash Bags, Kingsford Charcoal, Manwich, Chef Boyardee, Snack Pack Pudding, Armor All, Wells Fargo, Dolby, Intel, and more...

## **GSD&M**

Intern Copywriter | Jan 2011 - Jun 2011

Clients: Southwest Airlines, Zales, Norwegian Cruise Lines

## **CRISPIN PORTER + BOGUSKY**

Intern Copywriter | Sep 2010 - Dec 2010

Clients: Jose Cuervo, Metlife, Burger King, Vitaminwater

## **EDUCATION**

### **THE UNIVERSITY OF TEXAS AT AUSTIN**

B.S. in Advertising | 2005 - 2010

## **SKILLS**

Advertising	Copywriting	Creative Direction	Integrated Marketing
Digital Marketing	Social Media Marketing	Creative Strategy	Art Direction
Adobe Creative Suite			