



AMANDAGREEN.AG@GMAIL.COM

315.380.1149

LIKETHECOLORGREEN.COM

WORK EXPERIENCE

July 2023 - Present

ACD Copy | PXP, New York

Currently serving as the creative lead of a multi-agency team creating social content for United Healthcare.

April 2022 - June 2023

ACD Copy | Saatchi & Saatchi, New York

Helped CVS get some swagger back—and launched their most successful flu season work to date.

Feb. 2020 - April 2022

Group Copy Supervisor | Area23, New York

Lead day-to-day creative for 3 diagnostic accounts under broader Alzheimer's team. Launched ONGENTYS, a new Parkinson's treatment.

Sept. 2017 - Feb. 2020

Senior Copywriter | Publicis Groupe, New York

Launched JUST, a new P&G brand. Wrote shame-free period content that openly talked about blood and tampons, offending networks and getting a spot banned in Ireland along the way.

May 2017 - Aug. 2017

Lead Copywriter | Crush & Lovely, New York

Became their first copy lead, overseeing all creative writing tasks including the company newsletter.

Oct. 2016 - May 2017

Freelance Copywriter

Clients: Terri & Sandy and Butterfly London

July 2014 - Sept. 2016

Senior Copywriter | Grey, New York

Played with a lot of Hasbro toys and wrote original song lyrics about them. Created work for iconic brands like My Little Pony. Wrote a FurReal Friends spot that ran during the Puppy Bowl, as well as Papa John's first social SuperBowl work.

Oct. 2011 - July 2014

Copywriter | FCB, New York

Helped win new business pitches for uKnow allergy tests and Amtrak. Created the first campaign ever shot by the @HumansOfNewYork photographer.

Aug. 2010 - Aug. 2011

Junior Creative | DCF Advertising, New York

HONOR & AWARDS

2018 **Tesco Community Award** | "Period Poverty" for Always, P&G

2014 **Shortlisted in Film at Cannes** | "Voices" for Amtrak Acela

2013 **Effie Finalist in Healthcare RX Professional Category** | uKnow (Thermofischer)
DTC Award Best Small Branded Print: Silver | uKnow (Thermofischer)

2011 **One Show Young Ones Client Pitch Finalist** | "Gamify Giving" for City Harvest

EDUCATION

2011 **B.F.A. in Advertising and Communications** | FIT, New York
Graduated Magna Cum Laude; minor in Art History

2009 **A.A.S. in Communication Design** | FIT, New York

2007 **A.A.S. in Interior Design** | Sage College, Albany, NY
President, Phi Theta Kappa Honor Society