

John Huddleston

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B.A. University of Oregon
Major Journalism, Minor English

References

Jen Smith - CD
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Jared Strain - Founder of STS
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Erin Fillingim - AD
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Experience

JWT Atlanta - Copywriter

My first fulltime gig in the industry, and it was a doozy, gaining experience from online to TV and everything in between. Won Addys and Clios for work promoting a new Pennzoil product, including a sweet Mario Kart game irl. Turned social media into something fun for boring brands, raising follows and engagement by, in one case, hundreds of thousands. Played around with the U.S. Virgin Islands, Marines, and, believe it or not, Build a Bear Workshop.

TM Advertising - Copywriter

Got to experience more of the traditional side of advertising, all while pushing some clients to engage with customers in more fun ways online. Made a fun online game for Captain D's restaurants, spiced up promo materials for Discover, took to the skies with American Airlines, and goofed off with Universal Studios Orlando.

Firehouse Advertising - Senior Copywriter

By now the mountains of Utah were calling, so while my time with this crew was relatively brief I enjoyed every second of it. Created a series of engaging videos to help Interstate Batteries' sales team, crafted a new way of talking to people for La Madeline restaurants, and tried to avoid making too many sexual puns for Twin Peaks.

Super Top Secret - Senior Copywriter

Fresh to Utah, brought the cool kids over at STS their first nationally run broadcast spot while working with Fjallraven. Woke up at the crack of dawn every morning to run Nike's internal blog, doing a good enough job that employees would complain if there wasn't an update for the day. Gave BYUtv some edge. Gave Chedda Burger all the toppings. Lifted connected, a dispensary network in California, to new heights. Just to name a few.