

JOHN BENSE

writer & copywriter | johnbense@outlook.com | 2153533326 | johnbense.com

Experience

Copywriter at Littlefield Agency in Tulsa (2023–25)

- » Developed multi-channel campaigns for Ditch Witch, Grasshopper Mowers, and the Philbrook Museum of Art.
- » Wrote for paid social, email, and other digital placements, tailoring creative to diverse brand voices.
- » Collaborated closely with art directors and strategists to deliver consistent messaging across platforms.

Junior Copywriter at Havas Chicago in Chicago (2021–23)

- » Created copy for AutoZone, Camel, and Polaris, with a focus on email marketing, organic social, and other content.
- » Adapted to varied brand tones while meeting tight deadlines and high production standards.

Assistant Copywriter at TracyLocke in Chicago (2020–21)

- » Wrote in-store display and activation copy for brands including OFF!, Raid, Baygon, and other S. C. Johnson products.
- » Contributed to seasonal campaign work and shopper marketing initiatives.
- » Supported senior creatives in fast-paced pitch and production environments.

Intern at Miller Group Marketing in Los Angeles (2020)

- » Worked with the creative team on concept development and headline writing.
- » Participated in brainstorming and client pitch preparation.

Education

The Creative Circus in Atlanta, GA

- » Certificate in copywriting.
- » Trained in campaign development, creative strategy, and branded storytelling.

American University in Washington, DC

- » BA in Film & Media Arts with a minor in Business & Entertainment.
- » Focus in narrative structure, media production, and visual communication.

Skills

Writing & Editing

Proficient in Microsoft Office, Google Docs, Final Draft, and Keynote. Skilled in adapting tone and voice across formats.

Design & Animation

Experience with Photoshop, Illustrator, Premiere Pro, After Effects, and InDesign.

HTML Coding

Working knowledge of HTML and CSS. Able to collaborate effectively with developers.

Photography

Experienced in both digital and film photography. Skilled in image editing and retouching.

Eagle Scout

Completed hundreds of hours of community service in support of charitable and non-profit orgs.