

# MCF

## CREATIVE DIRECTOR

COPYWRITER/CONCEPTOR | MCFEDERIGHI.COM

### MY STORY

I began my career journey on the path toward becoming a chemical engineer. Dabbled for a bit in fine art and design. Eventually, I found my groove with words and became a copywriter. I've honed my craft at a wide range of places on several brands from small to huge. I take pride in finding the solution to a tough challenge and entertaining people with a quick quip or turn-of-phrase.

### EXPERTISE

**Promotional, Experiential, Digital, Integrated Marketing**

Combines strategy and creativity to create ideas that connect people to brands and increase brand sales.

- shopper, retail and loyalty
- leading creative teams
- brand strategy and positioning
- content creation, storytelling

### EXPERIENCE

**AGENZ/TUKAIZ**                      **CD (COPYWRITER)**                      **2017 - PRESENT**  
Creative Director/Copywriter, strategist, idea generator and creative team manager for Carrabba's Italian Grill, El Pollo Loco, Villa Restaurant Group, USOMNY, Edwards medical, Rita's, internal projects and more

**EPSILON**                              **ACD**                                      **2013 - 2017**  
Copywriter/Co-creative manager for FedEx, FedEx Canada  
Copy/concept for AT&T, Irvine Company Apartments digital/social

**MOMENTUM WW**                      **ACD**                                      **2010 - 2013**  
Planning, concept and execution for Kraft/Mondelez Nabisco Multi-Brand, Planters, Ritz and Back to Nature

**FREELANCE**                              **ACD**                                      **2009 - 2010**  
Concept and copy at various agencies including Ogilvy Action & Elevate

**THE MARKETING STORE**                      **SENIOR COPYWRITER**                      **2006 - 2009**  
McDonalds: Lead writer for Monopoly Game, Flavor Battle, Burger Blitz regional promo and more. Coca-Cola: Brand concepts for multiple brands as well as mycokerewards.com

**WUNDERMAN**                              **SENIOR COPYWRITER**                      **2003 - 2006**  
Copy lead for Burger King as well as Applebee's and Microsoft

**FRANKEL**                                      **COPYWRITER**                                      **2000 - 2003**  
McDonald's: Concept/copy for national youth and adult programs

**DAVIDSON**                                      **COPYWRITER**                                      **1999 - 20003**  
Kraft Mac & Cheese, Oscar Mayer, Planters, CornNuts and Polaroid

**WCJ**    **COPYWRITER**                                      **1998 - 1999**  
Taco Bell, Jim Beam, Applebee's, Sears, and Fox Films



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