

JACK THURSTON FARRELL

Writer

www.jackthurstonfarrell.work

608.213.4993

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EXPERIENCE

CONTRACT • COPYWRITING • REMOTE

Progressive *Jan. 2023 – present*

Write marketing and service plan materials for customers and Progressive agents with a focus on pet and truck insurance

Aquent Studios *March 2022 – present*

Wrote and conceptualized on a brand refresh including video, digital, social, and product naming for Brooks Running; Wrote seasonal digital for Walmart

DemoFlick *Dec. 2021 – Feb. 2022*

Wrote and developed concepts for animated explainer videos for Trusted Choice Independent Insurance and InterValley Health

Zizzo Group *Oct. 2020 – Sept. 2021*

Wrote digital promotions for Milwaukee-area small businesses

A|L Media *April 2020 – Oct. 2020*

Wrote broadcast and digital content for electoral, legislative, and public affairs campaigns

WRITING

Scoppechio

Copywriter *Louisville, KY July 2019 – April 2020*

Created digital media content including video, web, mobile, social (Facebook, LinkedIn, IG, Twitter, Snapchat), and email for LongHorn, Baptist Health, LG&E, and Galen College of Nursing; Used SEO best practices and keywords, A/B test planning

TMA

Conceptor/Copywriter *Chicago, IL April 2018 – July 2019*

Created award-winning experiential, video, podcast, and social content (Twitter, Snapchat) for State Farm and Essence

GERTRUDE

Copywriter *Chicago, IL July 2017 – April 2018*

Wrote experiential, digital, and print for clients including Diageo and The Obama Foundation; Renovated brands and named products

The Second City

Director / Teacher *Chicago, IL 2005 – 18*

Directed, produced, and taught sketch and improvisation

DDB Tribal

Copywriter *Chicago, IL 2008 – 09*

Worked on a team to develop digital concepts for McDonald's

Jim Henson Productions

Writer's Assistant *Los Angeles, CA 2000*

Wrote summary treatments for scripts and collaborated with head writers

AWARDS

Chicago Comedy Film Festival

-Audience Choice Award 2014

-Creator, writer, co-director: Couch Surferz, an Amazon series

New York Television Festival

-Finalist in Directing/Writing 2011

-Creator, writer, co-director: Paid Programming

Ex Awards

-Winner of 2019 Best Consumer Environment (Neighborhood of Good)

-Finalist in 2020 Best Cause/Community Program (Neighborhood of Good)

PRO Awards

Winner of 2020 Best Use of Content Marketing (Vehicle Loan Illusions)

EDUCATION

University of Wisconsin - Madison, WI

B.A. Communications 2001

Chicago Portfolio School - Chicago, IL

Copywriting 2017

Columbia Business School - June 2021

Certificate in Digital Marketing: Customer Engagement, Social Media, Planning & Analytics