

# Dan Armstrong

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## PROFESSIONAL SUMMARY

Highly accomplished Creative Director/Senior Copywriter with 25+ years of driving impactful brand narratives across diverse media and industries.

Proven ability to translate complex ideas into compelling content, foster strong client relationships, and lead cross-functional teams from concept to execution.

Seeking a long-term role within an innovative brand to leverage extensive expertise in creative strategy, content management, and audience engagement for significant business growth.

## SKILLS

Creative direction & copywriting, Creative content strategy, AI integration (Gemini, VEO 3 video, Chat GPT), Content planning, UX team player, Content management (CMS, AEM), Customer relationship management (CRM), Creative presentation, Creative leadership, Editing & proofing copy, Problem solver, Technical writing

## INDUSTRIES SERVED

Financial (Banking, Cards, Investments), Healthcare (Health insurance), Retail, Clothing/Apparel, Agriculture, Food manufacturers, Restaurants, Entertainment, Video Games, Technology, Software, SaaS. Construction/Manufacturing

## EXPERIENCE

**Dan Armstrong, Inc - Freelance Creative Director/Copywriter/Content Strategist/UX Writer**  
December 2007 – present

### LAST 3 major assignments:

Discover Financial Services: Internal Agency Senior Copywriter **Feb 2023 – Aug 2024**  
*Create, present, and manage content across entire enterprise offerings for website, mobile, social & email campaigns, internal comms, etc. Ensure compliance with ADA & brand guidelines.*

Wells Fargo: Internal Agency Senior Copywriter **July 2022 – Jan 2023**  
*Create, present, and manage content for website, social, email, and direct mail campaigns, internal comms, etc. through CMS & AEM. Ensure compliance with ADA & brand guidelines.*

Wongdoody LA: CD/CW for Webex sponsorship ads (McLaren, et al) **Jan 2022 – June 2022**  
*Create, present and execute content for broadcast TV, radio & outdoor campaigns.*

**Clients:** Wongdoody, Discover Financial Services, Hurley Hurley Worldwide, Bullseye Media, KNOCK Inc., PublicWorks, Yamamoto, Agency Squid, Curious, JT Mega, STAR, Horizontal, FAME, RBA, Marketing Lab, Naked Media, Riley Hayes, Preston Kelly, Fellow, BCBSMN, Thrivent, Wolf, boatBurner, taxi, Flare Design, Aqueduct Media, Red Circle Agency, Broadhead, The New Normal, Treat & Co.

**Brands:** 3M, Andersen Windows, Best Buy, Blue Cross Blue Shield, Brightpeak Financial, C9 Apparel, Cancer Treatment Centers of America, Caribou Coffee, Children's Theatre, CHS Ag, Columbus Craft Meats, Delta Airlines, Deluxe, Discover Financial Services, Disney Stores, Earthkind, Einstein Bagels, Great Clips, Handsome Cycles, Hormel Foods, Land o' Lakes, Luxottica, Minnesota Rollergirls, Mystic Lake Casino, Namco Bandai, New Balance, OfficeMax, OshKoshBGosh, Radisson, ReCast Software, Seattle Kraken, SprayFoam Worldwide, SuperValu, Target, Teledoc, Thrivent Financial, Time Warner Cable, Turtle Wax, Webex, Wells Fargo, Western Union.

**BBDO Minneapolis – ACD/Senior Copywriter**

June 1999 - December 2007

*Partner with and lead internal teams to create, present, produce and manage national advertising campaigns across entire media landscape.*

**Brands:** SPAM, TCF Bank, RBC Wealth Management, Dain Rauscher Wessels, Chi-Chi's Salsa, Hormel Chili, Herdez Salsa, Worldfoods, United Way, Lloyd's BBQ, Famous Dave's BBQ

**EDUCATION**

**University of St. Thomas, St. Paul, MN** May 1999

B.A. in Journalism/Advertising, Minor in History, graduated Cum Laude

**St. Thomas Academy, Mendota Hts., MN**

This wasn't a punishment. It was a family tradition. I survived. It wasn't so bad. I just refuse to ever shine shoes again! 3.8 GPA. 1<sup>st</sup> Lieutenant. Company XO. (That's not hugs & kisses. It means admin officer.)

**BUT WAIT THERE'S MORE!!!**

**Creative Awards:** 2024 National AdFed Silver. 20+ MN AdFed awards, Radio Mercury, Mobius, Telly, and even a national brochure competition award. Yes, that's a real thing.

**Author:** *The Book of SPAM: A Most Glorious and Definitive Compendium of the World's Favorite Canned Meat.* Published internationally by Simon & Schuster 2007.

**Voice Talent/On Camera Actor: Since Feb. 2001.** SAG/AFTRA/Fi-core.

**VO Clients:** 3M, Ameriprise, Arby's, Arctic Cat, Best Buy, Bremer Bank, Burger King, Cenex, CHS Energy, Conoco, Corona, Dairy Queen, DiLusso, Enbridge, Geek Squad, General Mills, Golden Plump, Great Clips, H&R Block, Home Depot, Honeywell, Jennie-O, Johnsonville, Key Bank, Medtronic, Michelob, MN Zoo, Mystic Lake, Nature Valley, Old El Paso, Optum Bank, Orchard Supply Co., Pentair, Piggly Wiggly, Polaris, Quitplan MN, Qwest, Red Kap, Red Robin, Red Wing Shoes, Sam Goody, Skittles, Sonic, State Farm, SuperCuts, Syngenta, TCF Bank, The Hartford, Timber Lodge, Total Wine, Toro, Tractor Supply Company, Wings Financial, YMCA, and many more.

**On-camera actor:** Open Table, Toro, CBS In an Instant, EA Sports, American Home Shield, Hyundai, Buffalo Wild Wings, Yelp, Simply Potatoes, Explore Minnesota and Sun Country Airlines.

**Passable Standup Comedian:** I learned more about writing and presenting by doing a few years of this than all my agency time. ACME Comedy Funniest Person in the Twin Cities Semifinalist 2017 & 2018.

**Karaoke Champion:** Nye's Polonaise Polish Idol. My victory was more about presentation than my singing.

**Father:** 2008 – present. My best project ever. Solo mission since 2018.

**Eagle Scout:** As if everything above wasn't enough.