

Dan Armstrong

portfolio: www.theworkofdan.com

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PROFESSIONAL SUMMARY

25+ years of experience across all creative situations. Beginning with over 8 years of ad agency experience, I went freelance in 2007. Since then, the assignments and contracts I found brought a wide range of challenging creative tasks across many industry sectors. Now I'm looking to dig in to a brand long-term and truly make a difference.

No matter what the media or platform, my goal remains the same: *find the best way to connect and resonate with the human on the other end.*

SKILLS & RESPONSIBILITIES

Creative direction & copywriting

Creative content strategy

Content planning

UX team player (focus on planning & copy)

Content management (CMS)

Customer relationship management (CRM)

Creative presentation

Creative leadership

Editing and proofing copy

Problem solver

Technical writing

Tackling new learning curves quickly

INDUSTRIES SERVED

Financial (Banking, Cards, Investments)

Healthcare

Retail

Clothing

Agriculture

Food manufacturers

Restaurants

Entertainment

Technology/Software

Construction/Manufacturing

25 YEARS OF EXPERIENCE

Dan Armstrong, Inc - Freelance Creative Director, Senior Copywriter/Content Strategist/UX Writer

December 2007 – present

LAST 3 major contracts/assignments:

Discover Financial Services: Internal Agency Senior Copywriter

Wells Fargo: Internal Agency Senior Copywriter

Wongdoody LA: CD/CW for Webex sponsorship ads (McLaren, et al)

Feb 2023 – Aug 2024

July 2022 – Jan 2023

Jan 2022 – June 2022

Clients: Wongdoody, Discover Financial Services, Hurley Hurley Hurley Worldwide, KNOCK Inc., PublicWorks, Yamamoto, Agency Squid, 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, OshKoshB'Gosh, 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

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. 1st 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 Atria Books, a division of Simon & Schuster.

Voice Talent/On Camera Actor: SAG/AFTRA/Fi-core.

Represented by the Wehmann Agency since Feb. 2001.

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.

Standup Comedian: ACME Comedy Funniest Person in the Twin Cities Semifinalist 2017 & 2018. I quit this nonsense when the pandemic hit. But I learned more about writing doing a few years of this than all my agency time.

Karaoke Champion: I won the Nye's Polonaise Polish Idol competition. I have a trophy and witnesses.

Father: 2008 – present.

My personal social media use is expressly designed for future evidentiary proceedings determining the world-class nature of my parenting.

Eagle Scout: As if everything above wasn't enough. I was only 14. That's not even allowed anymore.