

Josh Muhlbaum

Copywriter

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joshmuhlbaum.com

A versatile, culture-focused creative with experience in omni-channel copywriting, content creation, visual design, and strategy.

Experience

NTWRK—Lead Copywriter / Remote

4/21—6/22

Concept and direct the brand's voice & tone, and write copy for every environment (social, UX/UI, PR, traditional)

TBWA\Chiat\Day NY—Copywriter / New York, NY

5/20—4/21

Conceptual writer for 360° campaigns, focused on health & wellness portfolio.

Macy's—Copywriter / New York, NY

9/18—5/20 (*furloughed due to COVID-19 pandemic*)

Omni-channel writer for the master brand focused on loyalty, fashion, and events.

CVS Health—Copywriter / Woonsocket, RI

5/17—5/18 (*1-year contract*)

Omni-channel writer for the master brand focused on beauty initiatives, social media, and email campaigns.

"Beauty Unaltered"—2019 Clio Gold Winner

Education

Rhode Island School of Design / Providence, RI

5/17—5/18

Graphic Design Certificate

University of Miami / Coral Gables, FL

2012—2016

B.S. in Creative Advertising

Minor in Business Law

Skills

Adobe Creative Cloud—Illustrator, InDesign, Photoshop, XD

