

# Ken Syme

Creative / Writer

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## WORK EXPERIENCE

### Sr Writer / ACD

72andSunny LA

12/2023 - Present

Remote

#### Achievements/Tasks

- Created the kickoff commercial for the NFL's 2023 season. Launched on the TODAY show and received coverage from nearly all major news outlets and networks.
- Launched Call of Duty Modern Warfare III. Broke franchise record for pre-orders after the launch of our reveal trailer, became the top selling game the month of launch, and became the second highest-selling game of 2023.
- Won 1 Gold Clio, 3 Silver Clios, and 2 Bronze Clios.

### Senior Copywriter

FCB New York

10/2020 - 12/2023

New York, NY

#### Achievements/Tasks

- Developed the first Spotify Advertising global campaign with video, print, OOH, and audio work. Led the creation of global assets and supervised audio records in six different languages that ran in 12+ countries.
- Oversaw, advised, and managed junior creatives through multiple projects.
- Won 4 Cannes Lions, 2 D&AD Pencils, 2 Gold Andy's, 1 Gold Clio, 3 Silver Clios, 5 Bronze Clios, Creativity Awards' Best B-to-B Campaign, 1 One Show Pencil, 1 One Show Merit, 1 Silver WARC, 19 One Show shortlists, 5 ADC shortlists, 4 AICP shortlists, and 3 Clio shortlists.

### Associate Creative Director

NBCUniversal Content Innovation Agency

12/2018 - 10/2020

New York, NY

#### Achievements/Tasks

- Won Gold at New York AAF Awards, 2 Clios, 3 ProMax awards, 1 Cannes Lion, and a Cannes Shortlist.
- Pitched, wrote, and assisted in creative direction for the 2020 Upfront TV special, "30 Rock Returns." The special generated \$7B+ in ad sales and earned the agency's first Cannes Lion and Cannes Shortlist.
- Operated as creative lead for Peacock co-branded partnerships of \$20M+ with Molson Coors and Eli Lilly.
- Created and produced the network's first-ever Super Bowl commercial, which garnered 155M impressions, ranked #1 category recall, and drove a 93x increase in search.
- Brought in the AdCouncil as a new client and produced work that resulted in the renewal of campaign partnerships.

### Copywriter

FCB New York

06/2015 - 12/2017

New York, NY

#### Tasks/Achievements

- Produced work from pitch and conception to editing and launch for clients across channels including TV, digital, print, audio, and OOH.
- Established creative concepts and messaging across categories including CPG, Retail, Insurance, and Entertainment.
- Client work included Dress for Success, Amtrak, Poland Spring, Jamaica Tourism, Ozarka, Deer Park, Lincoln Financial, and Busch Gardens.

## EDUCATION

### Bachelor's Degree - Advertising

S.I. Newhouse School of Public Communications at Syracuse University

2011 - 2015

Magna Cum Laude

## SKILLS

Creative Writing



Public Speaking



Social Media



Adobe Suite



Geometry



## HARDWARE

2 Gold Cannes Lions

"All Ears on You" – Spotify

1x D&AD Graphite Pencil

"All Ears on You" – Spotify

1x D&AD Wood Pencil

"All Ears on You" – Spotify

3x Gold Clios

"Plants" – Lowe's, "All Ears on You" – Spotify, "Scripted" – NFL

2x Gold Andy's

"All Ears on You" – Spotify

1x One Show Bronze Pencil

"All Ears on You" – Spotify

19x One Show shortlists

"All Ears on You" – Spotify

Creativity Awards Best B-to-B Campaign

"All Ears on You" – Spotify

5x ADC shortlists

"All Ears on You" – Spotify

7x Silver Clios

"30 Rock: A One-Time Special" – NBCUniversal, "All Ears on You" – Spotify, "Scripted" – NFL

1x Silver WARC

"All Ears on You" – Spotify

2x Bronze Cannes Lion

"30 Rock: A One-Time Special" – NBCUniversal and "All Ears on You" – Spotify

1x Silver Cannes Lion

"All Ears on You" – Spotify

1x Vimeo Staff Pick

"All Ears on You" – Spotify

1x Gold District II Addy

"Beyond I Do" – AdCouncil

1x Gold Promax

"Night School" – Universal Pictures