

# **CHRISTINE ALIFERIS/COPYWRITER**

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## **Introduction:**

I'm fast, collaborative and can wrap my head around the toughest assignments. My experience combines conceptual and strategic skills in branding, sites, social, content, video, spots, apps, OOH, guerrilla, you name it.

## **Freelance Experience**

**Agencies:** Ogilvy, 360i, BBDO, McGarryBowen, VML, Kirshenbaum Bond Senecal + Partners, MRM, Alchemy, Boombox, Discovery Chicago, Fjord **Nonprofits:** Reframe the Brand, One2World **Startups:** SPENT, FiberLove

### **Clients:**

Accenture, Aetna, Black Rock, Biore, Citibank, Citizens Bank, Comcast, Emirates, Gerber, Gillette, Goldman Sachs, John Frieda, Pitney Bowes, Prudential, Scotts Lawns, Siemens, UPS, Verizon, Visa

## **Staff Experience**

### ***Digitas, New York, Creative Lead/CW***

Sites, video, social, display, experiential, OOH, direct, CRM.

IBM, TIAA-CREF, Samsung, The New York Times, American Express

### ***Y&R Brand Buzz, New York, Senior Writer***

TV, print, online, OOH.

Burts Bees, DYMO, LG Electronics, NJ Nets, NBA, Twinings

### ***Ogilvy & Mather, New York, Partner, Senior Writer***

TV, print, radio, and OOH.

Hershey Bar, Reese's, American Express, Dove, Ford, Kodak, Maxwell House, Miller Light, Sheraton

## **Education**

English BA, Barnard College, Columbia University;

School of Visual Arts

Additional client list and samples on request.