



JOHN BACIC

e: john_bacic@yahoo.com
c: (972) 322-5646
b: johnbaciccopy.com

WRITING EXPERIENCE

The Marketing Arm

Senior Copywriter & Associate Creative Director

Jan '23 - Now
Sep '21 - Jan '23

- Expanded TMA's Morgan Stanley business with the success of my TV spots "See it to Be it" and "Boundaries", featuring Tennis Pro Leylah Fernandez, leading to a \$1.2 million brand spot featuring PGA legend Justin Rose
- Created comedic TV commercial campaign "There's a Better Way to Feel It" for the BetRivers sports betting app
- Supervised and mentored junior creatives across the Papa Murphy's, Morgan Stanley, and State Farm teams
- Scripted comedic digital series "Get it Together" for Pernod featuring Modern Family star Jesse Tyler Ferguson
- Wrote Papa Murphy's "Tuesday" comedic TV spot as part of their "Together We Pizza" campaign
- Created "Tailbaking Magic" digital series with Netflix star and street magician Justin Willman

space150

Copywriter & Senior Copywriter

Dec '20 - Sep '21
May '19 - Dec '20

- Lead copywriter on agency's largest account (Call of Duty) across all offices (LA, NY, MN)
- Wrote and co-directed a 6-spot comedic digital campaign: "Breaking News."
- Wrote and produced 8-spot comedic digital video campaign 'Cold War is _____', leading to the highest game launch digital sales day in Call of Duty history
- Developed comedic content series 'Soldiers of Fortune' — twice resulting in franchise-record sales
- Directed and wrote comedic series of 'Zombie Focus Group' spots resulting in over 780,000 views.
- Created an augmented reality 'Warzone Stadium,' prompting Manchester United's Paul Pogba to publicly announce his transfer to our fake team, covered by major news sources
- Led two comedic, meme-based social campaigns that earned 4x industry standard engagement rate

NFL Freelance Writer

'22 - Now

- Creative directed and scripted 2022 "The Work" TikTok series earning +1.7million views
- Creative directed and wrote lyrics for "National Tight End Day" 2023 rap video

Karma Automotive Freelance Writer

2023

- Wrote brand launch spot "It's Just a Car" that won "Best Commercial" at Cannes World Film Festival, Official Selection at Grand Motoring Film Festival, Official Nomination at International Motor Film Awards for "Best Promotional Film", and Official Selection at AutoMoto Film Festival

David&Goliath Freelance Writer

Sep '18 - Jan '19

- Supported on campaigns & scripts for California Lottery, and Kia's 'Telluride' Super Bowl spot

TBWA\Chiat\Day

Jr. Copywriter

Aug '15 - Aug '18

- Wrote Buffalo Wild Wings 'Father's Day' spot — AdAge: "One of the best Father's Day ads of 2017"
- Worked across all mediums and outputs for Buffalo Wild Wings including TV, radio, and POP
- Developed comedic TV & radio spots for Buffalo Wild Wings' 'We do it for you' campaign featuring John Goodman
- Spearheaded social copy for Gatorade's Gold & Silver Cannes-winning 'G Active' global launch
- Created the Snapchat game 'Rescue the Mascots' as part of Nissan's 'Heisman House' campaign
- Scripted a TV spot in Nissan's 'Heisman House' campaign for the College Football Championship

EDUCATION

BBA in Marketing

University of San Diego

- Cum Laude and Scholastic Athlete Award Recipient
- Intercollegiate Rowing Association All-Academic Team 2014

Under the Bleachers

Content creator and writer of sports spoof social account

Rowing

Collegiate rower, ranked top 25 nationally for USD

Pro Bowling Association

Former junior professional bowler. High score: 269

TRIVIA FACTS