

JOHN BACIC

EXPERIENCE

2026 Resumé

e: john_bacic@yahoo.com

c: (972) 322-5646

b: johnbaciccopy.com

The Marketing Arm (TMA) – *Senior Copywriter & Associate Creative Director*

Jan '23 - Now

Sep '21 - Jan '23

- Partnered with Amazon Prime to create 3 TV spots for Thursday Night Football, including extensions for 1 ("Bundle Bust") that included a one-of-a-kind A.I. Snapchat filter and live on-air stunt
- Expanded TMA's Morgan Stanley business and billings with the success of my TV spots "See it to Be it", "Boundaries", and "From Grit to Vision" featuring Tennis Pro Leylah Fernandez and PGA Pro Justin Rose
- Supervised and mentored creatives across the Papa Murphy's, Morgan Stanley, and State Farm teams
- Launched Leslie's Pool Supply's new campaign, "We're Pool People", with a 3-spot TV campaign.
- Launched Knott's Berry Farm's new campaign, "It's Gotta be Knott's" with 360-campaign.
- Scripted comedic digital series "Get it Together" for Pernod featuring Modern Family star Jesse Tyler Ferguson and "Tailbaking Magic" for Papa Murphy's with Netflix star Justin Willman
- Wrote Papa Murphy's "Tuesday" comedic TV spot as part of their "Together We Pizza" campaign

space150 – *Copywriter & Senior Copywriter*

Dec '20 - Sep '21

May '19 - Dec '20

- Led all copy on the 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 around in-game purchases called '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 on social

Formula Productions (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

Advent Productions (Karma Automotive) – *Freelance Writer*

2023

- Wrote brand launch spot "It's Just a Car" that won 'Best Commercial' at Cannes World Film Festival and "Best Writing – Online Ad" at the Telly Awards.

David&Goliath – *Freelance Copywriter*

Sep '18 - Jan '19

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

TBWA\Chiat\Day – *Jr. Copywriter*

Aug '15 - Aug '18

- Wrote Buffalo Wild Wings 'Father's Day' spot featured in AdAge's "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

TRIVIA FACTS

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