

4725 SHEPPARD AVENUE EAST APT #408

TORONTO, ON M1S 5B2

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# ADRIAN SMITH

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## SKILLS

Compelling Storytelling, Innovative Conceptual Thinking, Effective Idea Execution, Scriptwriting Artistry, Voice Versatility, Master Multitasker, Awareness of Current Events, Multilingual Proficiency, AI Expertise

## EXPERIENCE

### **FREELANCE (WASSERMAN SPORTS & ENTERTAINMENT, CRITICAL MASS & PUBLICIS), TORONTO ON – Sr. Copywriter**

MARCH 2023 – PRESENT

- Spearheaded the creation of Coors x Toronto Raptors ‘Made to Chill’ campaign for the 2023–24 NBA season, crafting copy and producing ideas across multiple platforms (OOH, social, digital, brand stunts & on-premise)
- Conceptualized & scripted captivating film ideas for ‘Made to Chill’ campaign, aligning with the brand’s unique tone & voice
- Produced engaging OOH copy for DIRECTV Train Wraps in New York featuring MSG Sports Teams: The NY Knicks, NY Rangers, NY Islanders & The New Jersey Devils

### **MEDIA.MONKS, TORONTO ON – Sr. Copywriter**

NOV 2021 – MARCH 2023

- Led the creation of social & digital projects for WhatsApp’s Instagram & Twitter accounts, from initial idea to final execution, consistently delivering on-time, on-brand, & within budget
- Collaborated closely with Creative Directors, Designers & Art Directors to develop high impact ideas & craft compelling copy that effectively communicated product, service & brand stories across social, digital, print, animated & static banners, events, interactive & experiential
- Presented creative concepts both internally & to clients such as Twitch, WhatsApp, WWE & secured the winning concept for Hennessy’s interactive website experience, ‘[House of Moves](#)’ at NBA All-Star Weekend 2022, while expertly rationalizing choices & creative considerations

### **KASTNER, LOS ANGELES CA – Copywriter**

JULY 2020 – JULY 2021

- Authored compelling copy & developed groundbreaking ideas for Red Bull across TV, social, interactive, print, digital, mobile, experiential & events
- Conceptualized cartoon TVC ideas presented to Red Bull for production, showcasing a forward-thinking approach to brand storytelling
- Collaborated seamlessly with Red Bull, Twitter & Snapchat teams (Art Directors, Illustrators, Copywriters & Strategists) to develop & execute creative concepts & campaigns that consistently exceeded expectations

### **SID LEE CREATIVE AGENCY, LOS ANGELES CA – Jr. Copywriter**

JUNE 2018 – FEB 2020

- Crafted persuasive copy for numerous advertising platforms such as TV, print, OOH, digital & innovative retail experiences for prominent brands like The North Face, Netflix, Facebook, The LA Clippers, Dickies & The LA Rams
- Conceptualized & scripted captivating film ideas the agency presented for a TikTok Super Bowl pitch, consistently aligning with the brand’s unique tone & voice
- Created a memorable tagline for Dickies’ multi-platform campaign, ‘Yours to Make,’ contributing to the campaign’s success & widespread recognition

## EDUCATION

**HUMBER COLLEGE** – Graduate Certificate (Advertising Copywriting) | 2017 – 2018

**QUEEN’S UNIVERSITY** – B.A (Honors) English Language & Literature | 2011 – 2016