

Mike Haftel
Senior Copywriter
www.mikehaftel.com
haftelm@gmail.com
860-559-2692

EXPERIENCE

Senior Freelance Copywriter

05/13 – Present

215 McCann, Swirl, Cutwater, Design Kitchen, MRY, Edelman, Ubisoft, Heat, Y&R, Evolution Bureau, GSD&M, Dojo, Doremus, Questus, Razorfish

DDB SF

Copywriter, 01/13 – 06/13

Doner

Copywriter, 08/11 – 12/12

StrawberryFrog NYC

Intern, 05/11 – 08/11

SELECT BRANDS

Xbox, Tom Clancy's Rainbow Six: Siege, HTC Vive, T-Mobile, Sprint, Microsoft, HP, Goodyear, Bertolli, Chef Boyardee, Chrysler, Jeep, Dodge, EA Sports

RECOGNITION

Adweek: Talent Gallery Feature, 2014 – Bertolli, *Italy is Served*

Telly Awards: Bronze, 2013 – Kelley Blue Book, *Projection*

The D Show: Short List, 2012 – Chrysler, *Higher Standard*

The Addy Awards: Gold, 2012 – *Tsukiji Fish Market*

The Addy Awards: Best in Show, 2011 – Off Bug Spray, *Turns Mosquitos Off*

The Addy Awards: Gold, 2011 – Off Bug Spray, *Turns Mosquitos Off*

Anno Design Annual: In Book, 2010/2011 – *This is My Love for You*

Anno Online: Top 25 Creatives, 2010/2011

Skidmore College: Thoroughbred Leadership Award, 2007

EDUCATION

The Creative Circus

Advertising – Copywriting & Photography, 2011

Skidmore College

B.S. Business & Management, 2007