



# Daniel Spooner

Writer/Creative for Agencies & In-House Teams

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## HELLO

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I help dream up captivating content and experiences, and pinpoint the magic words that bring them to life.

writing & creative direction / copywriting & strategy / content creation / brand identity / pitch decks & RFPs /  
video scripts & concepts / taglines / naming / mobile / social / office-dog whispering

## HOW MY BRAIN EARNS ITS KEEP

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### Freelance

L.A. & remote, 2014 – Present

#### Writer / Creative for stuff like this:

Concepts & Content  
Video Concepts & Scripts  
Campaigns & Taglines  
Brand Positioning & Identity  
Key Messaging  
Pitch Decks  
Case Studies  
Social  
Naming Products & Services

#### Some collaborators:

Stag & Hare (IHG)  
Reach Agency (Nestlé)  
Beats by Dr. Dre  
72andSunny (Google, Target)  
Stun Creative (TNT)  
Hulu  
Razorfish (Honda)  
WEVR  
The Design Studio for Film

### Mohawk Digital / Mopro.com

L.A., 2011 – 2014

#### Director of Copy & Creative Strategist

Led copywriting team and crafted concepts for pitches (web, videos, branded content, one-sheets, shows, apps, experiential marketing, campaigns).

Created pitch decks, RFPs, treatments, conference presentations, & VC fundraising decks in InDesign & Keynote.

Responsible for all copy: Web, email, video, case studies, social, editorial, and PR for both Mohawk Digital (formerly InTheMO Interactive) and Mopro (a digital media startup).

**Clients won:** Yahoo!; Miller Lite; Lowe's; Global Poverty Project; Random House; Lenovo; AIPAC; Cellairis; Hyatt; QVC

### Brierley & Partners (a WPP agency)

L.A., 2009 – 2011

#### Copywriter

Worked closely with Art and Creative Directors to conceptualize and develop digital and print content (Web, email, banners, brochures, mobile app content, taglines, partnership marketing, and naming).

**Clients:** Hilton; Bloomingdale's; Victoria's Secret; Men's Wearhouse; JCPenney; Hertz; GameStop

### Hilton Worldwide

L.A., 2007 – 2009

#### Copywriter

Helped implement the new voice of Hilton HHonors, Hilton's award-winning rewards program (30 million members worldwide), and created content for digital, e-mail campaigns, videos, banner ads, print, event collateral, and PR for all 10 Hilton brands (from Hampton Inn to Waldorf Astoria).

## KNOWLEDGE ACQUIREMENT

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### University of Richmond (Richmond, VA)

B.A. in English, Minor in Classical Studies  
Independent Study in Creative Writing

## VOLUNTEER STUFF

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### The Taproot Foundation

2010 – Present

#### Pro Bono Consultant

Brand strategy & content creation for non-profits.