



Full of blood, sweat, and ideas.
But mostly ideas.

CHRIS LIU

Senior Copywriter
Freelance / Full-time

HAVAS 2017

Wrote website copy and short-form video scripts for **IBM** products including Watson Analytics, Watson Data Platform, and Data Science Experience.

SAPIENTRAZORFISH 2017

Launched the **Trojan Condoms** 'We Love Who We Love' campaign—celebrating LGBT pride, equality, and most importantly, sexual health.

AKQA 2015-17

Crafted editorial stories for **Nike+** and helped introduce the world to the **Nike NBA Connected Jersey**. Copy lead for the **Converse.com** relaunch. Concepted, wrote, and created content for **go90**, **Verizon's** mobile video streaming app.

FREELANCE 2011-present

Created digital strategies and wrote multi-platform copy for clients including **Q-Tran**, **CoachTube.com**, and **Rabig Consulting**.

RESOLUTION MEDIA 2011-13

Analyzed, optimized, and managed search engine marketing campaigns for **Calvin Klein**, **Virgin Atlantic**, **Hertz**, **OPI**, and **Kay & Jared Jewelers**.

ON THE SIDE

Currently one degree away from **Kevin Bacon**. Recorded original songs at a studio that's produced platinum records. Acted in the off-Broadway play **Conversations with an Average Joe**. Performed at the **Broadway Comedy Club**. Marked my quarter-life crisis onstage at the **Nuyorican Poets Cafe**.

Chris-Liu.com

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MIAMI AD SCHOOL NY

Copywriting, 2013-15

UNIVERSITY OF ILLINOIS

B.S. Advertising, 2007-11

SKILLS

Writing / Concepting
Analytics / SEM / SEO
Adobe Suite / Sketch

PRESS

Drake with Me
W Magazine

Liugle

Mashable

Trend Hunter

Business Insider

Creativity Online