

# RICH TSENG

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## WORK EXPERIENCE

### TBWA\CHIAT\DAY

Senior Copywriter

2015 - 2016

- *Conceived, presented and executed print, social media and digital campaigns for Nissan and Persil ProClean*
- *Associate Creative Directed and oversaw Persil ProClean, including The Professional's social media presence*

### RAPP

Associate Creative Director

2014 - 2015

- *Conceived, presented and executed integrated campaigns for Mattel, Fleming's Steakhouse and Toyota*
- *Brand steward and authority on voice for Fleming's Steakhouse, Toyota and Hot Wheels*

### SS+K

Copywriter

2013 - 2014

- *Conceived, presented and executed award-winning integrated campaigns for Smile Train, HBO Go and Tommy John*
- *Creative lead on Smile Train, a children's cleft charity, made TV spots, online videos and social media content*

### ARNOLD WORLDWIDE

Copywriter

2011 - 2013

### CRITICAL MASS

Copywriter / Copywriting Intern

2010 - 2011

## AWARDS/MENTIONS

### HBO GO

Lions - 1 Gold, 3 Silver, 1 Bronze

One Show Pencils - 1 Best in Discipline (Film), 5 Gold, 4 Silver, 1 Bronze, 4 Merit

Andy Awards - 4 Gold, 2 Silver, 1 Bronze

Webby Awards - 3 Best in Category

D&AD Pencils - 2 Graphite, 1 Wood

Adweek Ad of the Day

Creativity Online Editor's Pick

### SMILE TRAIN

Creativity Online Editor's Pick

### TOMMY JOHN

Creativity Online Editor's Pick

### BIOThERM

National Advertising Awards, Interactive 1st Place

## EDUCATION

### HUMBER COLLEGE

Advertising Copywriting, 2009/2010

### McGILL UNIVERSITY

Major: Political Science Honors

Minors: Economics, English Literature

## OTHER INTERESTS

Writer, creative and Brazilian Jiu Jitsu practitioner