
BILL GROGINSKY

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914-471-5587 | billgroginsky@gmail.com | Portfolio at: billgroginsky.com

SENIOR COPYWRITER

An experienced direct mail, print and digital professional, dedicated to creating work that looks good and gets results. Areas of specialty include:

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| <input checked="" type="checkbox"/> Credit Cards | <input checked="" type="checkbox"/> Pharmaceuticals | <input checked="" type="checkbox"/> Acquisition |
| <input checked="" type="checkbox"/> Banking & Personal Finance | <input checked="" type="checkbox"/> Telecommunications | <input checked="" type="checkbox"/> Customer Relationship Marketing |
| <input checked="" type="checkbox"/> Technology | <input checked="" type="checkbox"/> Insurance | <input checked="" type="checkbox"/> Consumer & B2B |
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PROFESSIONAL EXPERIENCE

RAZORFISH & OTHER AGENCIES

June 2016 - Present

Freelance Senior Copywriter

Accounts: Samsung, New York Life, Sony

MRM/MCCANN

Jan. 2010 – May 2016

Senior Copywriter

Accounts: Verizon, Cigna

OGILVYONE

May 2000 – Dec. 2009

Partner, Associate Creative Director

Accounts: American Express, SAP, DHL, Investools,
United HealthCare, Novartis, IBM

DIGITAS

April 1998 – May 2000

Senior Copywriter

Accounts: American Express

CLARION DIRECT

May 1996 – April 1998

V.P., Assoc. Creative Director

Accounts: Fleet Bank, Travelers, British Airways

WUNDERMAN CATO JOHNSON

May 1994 – May 1996

Creative Supervisor

Accounts: AT&T, American Express

OGILVY & MATHER DIRECT

June 1988 – May 1994

Copywriter

Accounts: American Express

EDUCATION

BA, CITY UNIVERSITY OF NEW YORK

Communications

NEW YORK UNIVERSITY & SCHOOL OF VISUAL ARTS

Studied advertising, marketing and copywriting