**Warren C. Bates**

[www.wordsbywarren.com](http://www.wordsbywarren.com) ~ (330) 807-7738 ~ warrencbates@gmail.com

EXPERIENCE

**Fifth Third**

Marketing Copywriter

2023 – Present

Created consistency for the bank’s brand as it rapidly expanded into new markets and aggressively championed the adoption of new productivity tools, like tailoring OpenAI models.

**Organic**

Associate Creative Director

2014 – 2023

Led international marketing campaigns alongside strategists, producers and creatives. Under my leadership the MARS creative team grew revenue from $3MM to $15MM in 2 years.

**Eric Mower & Associates**

Senior Copywriter

2014 – 2014

**Curiosity Advertising**

Copywriter

2009 – 2014

Earned a reputation as the go-to conceptual thinker and producer for OLV, TV and Radio. Thrived in an entrepreneurial setting where creatives oversaw every aspect of the work.

KEY CLIENTS

Procter & Gamble, Bayer, Cincinnati Children’s Hospital, MARS Petcare, United States Navy

SKILLS

Campaign Creative, OLVs, SEO, CRM (Email, Personalization, Data Acquisition, Journeys), Social Strategy & Content, Site Migrations, Long-form Content, A/B Testing

PROFICIENCIES

OpenAI, Figma, Adobe, Teams, Miro, Slack, Microsoft 365, Asana, Synthesia, Straico

EDUCATION

Bachelor's Degree - Creative Writing - Miami University, Oxford, OH