

Daniel Stillman

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EDUCATION

University of Illinois | Champaign, IL

Bachelor of Science in Advertising

Minors in Public Relations and Sociology

COMEDY WRITING EDUCATION

- The Second City Online Writing Program (Graduated with Satire Writing Certification)
 - Online Satire Writing Level 1-3
- The Second City Late Night Talk Show Writing Program
 - Late Night Talk Show Writing Level 1
- The Second City Sketch Writing Program
 - Sketch Writing 1

PROFESSIONAL EXPERIENCE

Freelance Features Contributor & Sports Headline Contributor | **The Onion** | Chicago, IL | *May 2020 – Present*

- Pitch 10-20 weekly jokes for The Onion's features vertical including Pros & Cons, Timelines, and Slideshows
- Submit 10-15 weekly sports headlines and features jokes for the publication's sports section

Copywriter | **The Marketing Arm (TMA)** | Chicago, IL | *August 2022 – March 2024*

Clients: *Doritos, Morgan Stanley, Advance Auto Parts, DieHard, New Business*

- Concept and co-created Doritos Mart Fortnite activation in game and at TwitchCon 2024
- Head writer for Advance Auto Parts & DieHard social channel, radio, podcast, and paid assets
- Spearhead the copy for Morgan Stanley's experiential activation at THE PLAYERS golf Championship

Copywriter | **VML** | Chicago, IL | *June 2021 – August 2022*

Clients: *Modelo, Tennessee Department of Tourism, Robert Mondavi Private Selection, Smirnoff, New Business*

- Cast hand model talent and concept Robert Mondavi Private Selection Instagram Reels campaign
- Managing editor and writer for Johnson & Johnson Consumer health monthly blog posts
- Generated Pinterest, Instagram, and Snapchat ads for iconic Smirnoff No. 21 vodka

Junior Copywriter | **Ketchum** | Chicago, IL | *June 2019 – June 2021*

Clients: *The Teletubbies, Strawberry Shortcake, Jack Link's, Blue Cross Blue Shield of Kansas City, Kimberly-Clark*

- Lead digital creative for *The Teletubbies* working to make the brand relevant and comedic again to millennials
- Write for Jack Link's Beef Jerky social media channels giving a comedic voice to brand mascot Sasquatch
- Created community management response guide for Jack Link's to respond with humor to fans online

Digital Marketing Coordinator | **The Pepper Group** | Palatine, IL | *May 2018 – May 2019*

- Lead copywriter on all Google Search ads and organic Twitter, Facebook, LinkedIn, Instagram posts for clients
- Launched digital marketing practice to provide content and social strategies for B2B ad agency's 25 clients
- Spearhead paid search efforts for Food & Beverage, Education, and Financial Services client

AWARDS

- **2022 PProvoke Media Innovation SABRE Awards** - The Teletubbies Cryptocurrency – Best in AI/Virtual Reality - Finalist
- **2022 PProvoke Media Innovation SABRE Awards** - The Teletubbies Cryptocurrency - Best in Identity Branding - Finalist
- **2021 PProvoke Media Innovation SABRE Awards** - Clorox Clears Teachers' Back-to-School Wish Lists - Best In Non-Profit/Charity - Winner
- **2021 PProvoke Media Innovation SABRE Awards** - Poise (Kimberly Clark) Bounce Back Grants - Best Overall Use of Social Media & Platforms - Finalist
- **2017 American Advertising Federation's Vance & Betty Lee Stickell Honors Student Internship Program** - Ranked #1 Intern Out of 16