

Fernand Chauffier

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Education

Art Center College of Design, Pasadena, CA
B.F.A. Advertising Major, Creative writing Minor
(Graduated Fall 2021)
Idyllwild Arts Academy, Idyllwild, CA
High School Diploma, Film Major (2017)

Experience

V Collective, Los Angeles, CA, Freelance Copywriter Dec 2023 - Present

- Reworking digital and physical informational assets for Canon

KERN Agency, Los Angeles, CA, Copywriter Mar 2022- Jul 2023

- Principle Copywriter for DIRECTV newsletter and email communications
- Concepting for AT&T Rebranding campaign and promotional content
- Copywriting for American Express promotional communications
- Copywriter for Canon Solutions America, commercial scripts & web copy
- Copywriting KERN Neuro Academy 2023 web refresh, blog and advertising
- Concepting & copywriting for Mitsubishi Motors Confidence Program
- Concepting for Citi POS ADLOBs refresh

Production locations, Los Angeles, CA, Intern, 2021

- Copywriting, Identity, and Creative consultation on
“The Juice Box Project” Brand Identity stunt.

Jean Philippe Defaut Photography, San Francisco, CA, Intern, Q1, 2018

- Photographed/edited postings of motorcycle parts and objects for sale
- Prepared show prints and assisted in Valentine’s Day exhibition
- Cleaned motorcycles, organized tools, maintained studio space

ForPeople, London, UK, Intern, July 2016

- Assisted in product photography
- Shot and edited in house video content

TBWA Chiat Day, Los Angeles, CA, Intern, July 2015

- Unofficial intern/ shadowing of various departments.
- Getting acquainted with the ins and outs of agency affairs.

Skills

- Concept Development
- Copywriting
- Brand Manifestos
- Headlines, Body copy, Taglines
- Deck Building & Presentation
- Brand guidelines
- Copywriting for digital space
- Copywriting for traditional space
- Film production
- Final Cut Pro
- AVID Media Composer
- Painting
- Photography
- Slacklining
- Downhill longboarding
- M1 Licenced

Languages

English and French native. *Italian*, “third best.”