

DANIEL KANG



A Cool,
Calm, and
Caffeinated Copywriter

DanielKangCW.com

Say Hello

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I Believe...

Positive energy is shareable energy.
Always looking to grind, grow, and
uplift the team. Also, cows are amazing
and life is a role-playing game.

Skills

- Copywriting
- Concepting
- Presenting
- Photoshop, Premiere, Keynote, Office
- Listening to CDs
 - ECDs, ACDs, Regular CDs

Languages

- English
- Korean
- Body Language

Les Honorables

ANDY, Clio, CommArts, Creative
Conscience, Creativity International,
Crowdate, Graphis, Montreaux, NY
Festivals, Muse, Summit, Vega, YS

Education

Copywriting

Miami Ad School, NY | 2020

Courses:

- Storywriting
- Scriptwriting
- Headlines, Taglines, Naming
- Branding and Tone of Voice
- Video Production
- Sound Production
- Strategy and Research
- Gaming Concepts
- Digital Content Creation
- Social Media

Business and Management BS

Rensselaer Polytechnic Institute, NY

- Marketing Concentration
- Psychology, Philosophy Minors

Experience

Associate Copywriter

Hasbro, RI | Aug 2021–Aug 2022

- Clients included Transformers, Peppa Pig, PJ Masks, My Little Pony, Nerf, Wordle, Play-Doh, Love Is Dead
- Primary roles: concepting, pitching, scriptwriting, shoots for TV and digital
- Also did internal sizzles, a gazillion board game tutorials, and newsletters

Copywriter

Ogilvy Japan, Remotely Tokyo (But Actually USA) | Jul 2020–Mar 2021

- Delivered the written goods to shoemaker ASICS
 - Campaign ideas, activations, scripts, headlines, taglines, manifestos, body copy, research, pitch decks, names
- For the launch of the MetaSpeed™ Sky and Edge racing shoes
- While streaming Tokyo on a second monitor for cultural immersion
- Concepted for other brands/briefs—like on rental families (yes, you can rent families in Japan...fascinating)

Writer x Instructor

Honors Review Learning Center, NJ | 2018–2020, 2022

- Wrote copy to parents—persuading them to let me teach their kids
- Taught their kids Creative Writing, SAT Writing, College Essay Writing, and how to be a good person in life
- Wrote curriculums, lesson materials, and exams that improved students' grades without putting the students to zzZzz...
- Used copywriting principles to help students write with clarity and impact, even in a desert-dry academic setting. Their grades blossomed.

IT Business Analyst, Finance/Retail

Toys"R"Us, NJ | 2015-2017

- Helped Geoffrey the Giraffe wage war against Walmart and target Target
- Oversaw system for pricing on Toysrus.com—ensuring that \$120 toys didn't show up as \$1.20 and disrupt my boss's resting heart rate
- Wrote new feature technical docs that programmers actually understood
- Wrote simple, training manuals that the rest of the team understood
- Wrote UX testing scenarios for redesign of Toysrus.com