

JENNIFER LERUD
SENIOR COPYWRITER/CREATIVE CONSULTANT
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EMPLOYMENT

IGNITE HEALTH NEW YORK, NY PRESENT
LILLY DIABETES, UNITED THERAPEUTICS

FREELANCE 2002-2010

DMB&B NEW YORK, NY 1992-2002
CREATED AND PRODUCED TV AND PRINT CAMPAIGNS
FOR SEVERAL PROCTER & GAMBLE BRANDS

GREY NEW YORK, NY 1991-1992
CREATED AND PRODUCED TV AND PRINT CAMPAIGNS FOR NATIONAL BRANDS

CAMPBELL MITHUN MINNEAPOLIS, MN 1990
CREATED AND PRODUCED TV AND PRINT CAMPAIGNS FOR NATIONAL BRANDS

EDUCATION

B.S., UNIVERSITY OF MINNESOTA, TWIN CITIES
MAJOR: COMMUNICATIONS/CREATIVE WRITING AND DESIGN

AWARDS

NEW YORK FESTIVALS GOLD - IVORY SNOW - DMB&B ADVERTISING
ADDY AWARD - BOUNCE FABRIC SOFTENER - DMB&B ADVERTISING
P&G BUSINESS BUILDING AWARD - TOP HONORS FOR HELPING PAMPERS BABY
WIPES ACHIEVE TOP MARKET SHARE
P&G BUSINESS BUILDING AWARD - FIRST PLACE FIXODENT

CLIENTS BY CATEGORY

ENTERTAINMENT/MEDIA: BET, CNN, MTV
PHARMACEUTICAL: FEMCON FE, HUMALOG, LIPITOR, MIRALAX, REMODULIN, REYATAZ
HEALTH/NUTRITION: NUTRITION EXPRESS, PROVIDA LIFE SCIENCES, VITAMIN SHOPPE
PACKAGED GOODS: PROCTER AND GAMBLE - CLEARASIL, CREST, DAWN, ALWAYS, DAYQUIL, NYQUIL; GENERAL MILLS - CEREALS, POTATO PRODUCTS; M&M MARS
FINANCIAL: AMERICAN EXPRESS, BTIG, DISCOVER BANK
TECHNOLOGY: AOL, EARTHLINK, POINTLOGIC
RETAIL: BLOOMINGDALES, DAIRY QUEEN, RED LOBSTER, VITAMIN SHOPPE

FREELANCE

FUSEBOX NEW YORK, NY 2006-PRESENT
WRITE WEB CONTENT, BANNERS AND PRINT FOR BET, BTIG, CNN,
DISCOVER BANK, MTV AND OTHER CLIENTS ON A PER PROJECT BASIS

IMC2 NEW YORK, NY 2006-2009
CREATED WEB CONTENT AND BANNERS FOR SEVERAL CLIENTS,
INCLUDING TRANSGLOBE REALTY, MIRALAX, LIPITOR AND COPPERTONE

G2 NEW YORK, NY 2008
M&M/MARS INTERACTIVE

EURO RSCG 2006
WORKED ON DTC PRINT FOR BRISTOL-MYERS SQUIBB AND WARNER CHILCOTT

ROSETTA ADVERTISING 2006
WON TWO PIECES OF NEW BUSINESS FOR THE AGENCY -
AN AMGEN NEW PRODUCT INTRODUCTION AND VIKING RIVER CRUISES

DIGITAS NEW YORK, NY 2003-2006
WORKED ON DIRECT MAIL AND INTERACTIVE CAMPAIGNS FOR VARIOUS CLIENTS

PROVIDA LIFE SCIENCES 2003-2006
DEVELOPED AND WROTE DIET AND EXERCISE PROGRAMS/INTELLECTUAL PROPERTIES
THAT GENERATED MULTI-MILLIONS IN SALES

GREY HEALTHCARE 2003
WON NEW BUSINESS FOR THE AGENCY WITH CREATIVE
FOR A PSYCHIATRIC MEDICATION

DIGITAS NEW YORK, NY SINCE 5, 2002
WORKED ON WEB CONTENT AND INTERACTIVE CAMPAIGNS FOR CLIENTS,
INCLUDING AOL AND AMERICAN EXPRESS

THE VITAMIN SHOPPE NEW JERSEY SINCE 2002
SENIOR COPYWRITER/CREATIVE DIRECTOR