

# Cheryl Horsfall

## Copywriter

200 E. 16th Street #3M  
New York, New York 10003  
mobile: 917-763-0364  
e-mail: madgirlnyc@earthlink.net  
web: www.madgirlnyc.com

### Freelance Advertising Copywriter:

Digitas

Anomaly  
McLaughlin, Delveccio & Casey, CT

TBWA \ Chiat \ Day

Conde Nast / Conde Net

Aveda  
Grey Worldwide

Restaurant Associates  
Young and Rubicam  
DDB Needham  
DiMassimo Brand Advertising  
Estee Lauder

The Zlotnick Group

Spin Creative, Los Angeles

Tarantula Web Builders

The Buxbaum Group

### Staff Experience:

Senior Copywriter:  
TBWA \ Chiat \ Day

Senior Copywriter  
Wells, BDDP

Copywriter  
Saatchi and Saatchi

Education:  
University of Texas at Austin

### References:

05/1998 - present

Strategy, content analysis and copy for Chantix, Pfizer's smoking cessation drug; interactive webtools and for IBM.com  
Concepts and copy for Coca-Cola projects (Dasani/Gold Peak)  
An entire rebranding effort for the State of Connecticut. Acting as creative director and writer, developed a new state logo, print and television advertising and oversaw website redesign  
Developed print and television for Nextel, Absolut, Alcon, Ascensia, Nivea and Basis  
Year-long monthly updates for Style.com - a shopping website, promotional copy/web banners for Jaguar and FashionRocks  
Name generation for beauty brands/men's products  
Created print for Ethan Allen; wrote & produced TV campaign for Hasbro  
Wrote print ads for various New York City restaurants  
Wrote & produced TV spots for Sesame Street & Fisher-Price  
Developed TV concepts for Purex  
Wrote print ads for Wineshopper.com & Edu.com  
Wrote consumer profiles and name generation for fragrance and beauty brands  
Creative direction, strategy and brand development for Hydra Worldwide, a dry cleaning venture currently seeking capital  
Wrote international marketing materials, executive bios, on-site newsletters, international destination copy and year-end program summaries, onsite conference communications needs  
Wrote copy for Sharp electronic's relaunch of their consumer website, managed web designers and revisions through length of project. Conducted interviews and created content for Canon, wrote website copy and direct marketing pieces for dermatologist Dr. Dennis Gross  
Created print campaign for financial trade magazines

03/2003 - 08/2004

Responsible for developing creative for clients such as Nextel, Nivea, Alcon, Bayer, Embassy Suites, Absolut, Pfizer as well as pitching new business in a variety of consumer categories

07/1996 - 05/1998

Developed and produced commercials & print for Gain Detergent, Heineken & Pringles. Worked on numerous new business pitches including Chase Manhattan Bank and Georgia Pacific.

09/1990 - 07/1996

Developed commercials for General Mills, National Crime Prevention Council, Helene-Curtis, Tide, Hanes Hosiery. Also introduced new products taking them through concept, name generation, package design and commercial production

1986 - 1990

Bachelor's of Science/Advertising  
Bachelor's of Arts/French

Available upon request