

BW

BRECK WICKMAN

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breckwickman.com

EDUCATION

Bachelor of Arts | Advertising | University of Oklahoma

EXPERIENCE

Senior Copywriter | Burson Global 12/2023 - Current

- Lead narrative and voice development across brands including BUBS candy, Supernus, and Novo Nordisk shaping campaigns from insight to execution.
- Develop culturally relevant ideas that contribute to earned media and award-winning work across PR, social, experiential and digital.
- Mentor junior creatives and elevate work through concept development, writing and presentation.
- Present creative concepts to clients and cross-functional teams, building alignment around big ideas.

Copywriter | Burson Global 03/2022 - 12/2023

- Concepted integrated campaigns for brands such as Adidas, Bose, All Nippon Airways, LG, Lindt, and P&G, spanning social, digital, and earned media.
- Developed PR stunts, partnerships and live activations designed to drive conversation and media coverage.
- Wrote campaign messaging, scripts, and long-form copy across multiple channels.

Creative Conceptor | The Marketing Arm 04/2019 - 03/2022

- Developed insight-led campaigns for household brands like Lay's, Ruffles, American Airlines and Wendy's.
- Led brainstorming and collaborated with PR, influencer and media teams to build connected campaigns.
- Presented strategic and creative recommendations directly to client.

Junior Conceptor | The Marketing Arm 01/2018 - 04/2019

- Served as lead conceptor for Lay's and Ruffles social channels, developing always-on content.
- Supported concept development across shopper, social and experiential programs.
- Facilitated agency-wide brainstorming to develop budding projects.

RECOGNITION

SABRE Awards Finalist, PRWeek Healthcare Awards Finalist, Shorty Impact Awards Finalist, Transform Awards Finalist, Medical Marketing Media Campaign of the Week, AdAge Article Recognition

SKILLS

Creative Concepting & Campaign Development | Brand Voice & Storytelling | Presentation & Pitching | Project Management | Scriptwriting