



Mary Potts

copy / creative direction



(917) 912-3175
mary@marypotts.com

A provocative and proactive creative problem solver with 12+ years of advertising and marketing experience.

I've worked on these brands...

Campbell's, Pepperidge Farm, Prego, Absolut, Schick, Covergirl, Trojan, Verizon Wireless, AARP, Kool-Aid, Skippy, Wisk, Guinness, CibaVision, Pantene, Red Stripe, Arm & Hammer, Jose Cuervo, Vaseline, Crystal Light, Post Cereals, Juvederm, Birds Eye, Barber Foods and many more.

I may or may not have taken Post-Its from these places...

•G2 Interactive - New York, NY - Associate Creative Director / Senior Copywriter - '07-'09

Here I led teams of copywriters and designers in creating compelling websites, online and mobile advertising, social media experiences and more to support many large, integrated brand initiatives. I also worked closely with account teams to maintain solid client relationships and pursue new business opportunities.

•DraftFCB - New York, NY - Copywriter -'06-'07

At this agency, I developed memorable and insightful direct-response creative for clients who had many unique challenges. In addition, I contributed copy and "big ideas" to major pitches and interactive projects.

•Colangelo - Darien, CT - Copywriter - '04-'06

In this role, I helped to create a wide variety of bold, breakthrough and buzz-generating promotional campaigns. I also developed copy and concepts for traditional and online advertising, packaging, shopper marketing and more. Another key part of my job was to work closely with team leaders and clients to continually pursue new creative opportunities for the agency.

And I definitely learned a thing or two from these jobs, too...

- Assistant marketing manager for an international moving company
- Copywriter for the in-house creative department of a nationwide jewelry store chain
- Senior designer for a dot-com that did something involving lots of "solutions" and forklifts
- Campaign worker on a state-wide political race
- Seller of squeaky whales, hot dogs and men's underwear (though not all at once)

Education

University of Texas at Austin - B.S. in Advertising, Texas Creative Sequence



Portfolio at
marypotts.com