

The logo for JP Winders features the initials 'JP' in a large, stylized, cursive font above the name 'Winders' in a similar, slightly smaller cursive font. The text is white and set against a circular background of thin, parallel white lines on a yellow field.

COPYWRITER ▲ COMEDIAN

## BRAINS

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Brigham Young University  
2021

**Bachelor of Arts - Communication**

**Emphasis:** Copywriting for Advertising

## SHINY

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D&AD | Shortlist

The One Show | Shortlist (x2)

Clio Awards | Bronze (x3)

Clio Awards | Shortlist

Type Directors Club Awards (x3)

*AdAge Editor's Choice*

CampaignUS Big Awards | Shortlist

Power of Purpose Awards | Shortlist

New York Festival Genius100 | Shortlist

Telly Awards | Silver

## CONTACT ME

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## WORK

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### PepsiCo

COPYWRITER | JUNE 2023 - PRESENT

Copywriter at Frito-Lay's in-house agency (D3) on Tostitos, Frito-Lay Minis, and more!

- Sending the first chip into space to bring awareness to St. Jude's mission on Earth.
- Creating social content for Instagram, TikTok, and X across Frito-Lay brands.
- Wrote so many song parodies for Doritos Dips.

### VMLY&R

COPYWRITER | FEBRUARY 2022 - FEBRUARY 2023

KraftHeinz, Butterball, Espolón, Old El Paso, Kim Crawford, Aperol, and Johnson & Johnson.

- Made Jimmy Fallon's dreams come true, increasing Butterball hotline calls by +30K.
- Kept the Cinco de Mayo celebrations going all month long with Espolón Tequila pop-ups.
- Crafted cheesy brand acts for Velveeta and other KraftHeinz Brands.
- Social content for Butterball, Aperol, Kim Crawford, Old El Paso, Espolón, and more.

### Havas

FREELANCE COPYWRITER | OCTOBER 2021 - FEBRUARY 2022

Keurig, McCafé, Green Mountain Coffee Roasters, and Ali Forney Center.

- Took over New York Magazine to bring awareness to homeless LGBTQIA+ youth in NYC.
- Dropped limited-edition \$1800 mugs to help children staying in Ronald McDonald Houses.
- Established a new voice for GMCR coffee all about being "Packed with Goodness."

### PublicisOne

INTERN COPYWRITER | JUNE 2021 - AUGUST 2021

Assisted with copywriting on Smuckers brands.

- Proved Folgers was Dolly Parton's "cup of ambition."
- Wrote banners and integrated activations for the "Damn Right it's Folgers" rebrand.
- Worked on brand acts for Jif's on-the-go peanut butter.

## SIDE PROJECTS

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### Sketch + Improv Comedy

AUGUST 2019 - PRESENT

Cracking jokes on the weekends... and weekdays.

- Performing every week as part of a House Team at the iO Theater in Chicago.
- Filmed a comedy special with DryBar Unscripted, available for streaming in 2024.
- Nominated Best Sketch/Improv Troupe of 2023 by The Chicago Reader.

### Hospital Magician

JULY 2023 - PRESENT

Volunteer with Open Heart Magic, performing for patients in children's hospitals.

- Making kids smile at Lurie's Children's Hospital every other Saturday.
- Constantly learning new tricks and collaborating with other volunteers.
- Can almost always find your card.