



Jp
Winders

COPYWRITER ▲ COMEDIAN

BRAINS

Brigham Young University
2021

Bachelor of Arts - Communications

Emphasis: Copywriting for Advertising

SHINY

2022 CampaignUS Big Awards | Shortlist

2022 D&AD | Shortlist

2022 The One Show | Shortlist (x2)

2022 Clio Awards | Bronze (x3)

2022 Clio Awards | Shortlist

2022 Power of Purpose Awards | Shortlist

2022 Type Directors Club Awards (x3)

2021 AdAge Creativity Pick of the Day

2021 Young Ones | Gold

2021 Young Ones | Bronze

2021 Telly Awards | Silver

CONTACT ME

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WORK

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.
- Created cheesy brand acts for Velveeta and other KraftHeinz Brands.
- Crafted social content for Butterball, Aperol Spritz, Kim Crawford, Old El Paso, and J&J.

Havas

FREELANCE COPYWRITER | OCTOBER 2021 - FEBRUARY 2022

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

- Took over New York Magazine to bring awareness to homeless LGBTQ+ youth in NYC.
- Dropped limited-edition \$1800 McCafé mugs to help sick children staying at RMHC.
- Established a new voice for GMCR coffee all about goodness upon goodness.

PublicisOne

INTERN COPYWRITER | JUNE 2021 - AUGUST 2021

Assisted with copywriting on Smuckers brands.

- Cemented Folgers as Dolly Parton's "cup of ambition" via tweet.
- 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.

BYUtv

COPYWRITER | JULY 2019 - AUGUST 2020

Worked in-house at a nationwide TV network.

- Helped establish a creative voice for the marketing of new shows on BYUtv.
- Built campaigns to launch new seasons of Studio C and Dwight in Shining Armor.
- Created press kits for various shows on the network.

Blue Helm Communication

FREELANCE COMEDY WRITER | NOVEMBER 2019 - FEBRUARY 2020

Developed TikTok content for YouTuber, Mr. Beast.

- Wrote 20+ social media posts every week, ranging from comedic to promotional.
- Coordinated with writers and media managers to expand social following.

SIDE PROJECTS

Sketch + Improv Comedy

AUGUST 2019 - PRESENT

Cracking jokes on the weekends... and weekdays.

- Currently studying and performing at Second City Chicago.
- Former writer and performer in the popular Utah comedy group Divine Comedy.

Digital Talk Show

JULY 2020 - DECEMBER 2020

Wrote/hosted a comedy talk show for BYU Admissions to increase college applications.

- Wrote 20+ jokes and 1-5 sketches every week.
- Collaborated in a writing duo to brainstorm and develop concepts.