



Jp
Winders

COPYWRITER ▲ COMEDIAN

BRAINS

Brigham Young University
2021

Bachelor of Arts - Communications

Emphasis: Advertising

GPA: 3.8

Relevant Courses: creative writing, comedy writing, persuasive writing, social media management, advanced Spanish.

SHINY

2022 Clio Awards | Bronze (x3)

2022 Clio Awards | Shortlist

2022 The One Show | Shortlist (x2)

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

2021 District Addy | Silver

CONTACT ME

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WORK

VMLY&R

COPYWRITER | FEBRUARY 2022 - PRESENT

Clients: Velveeta, Fresca, Woodbridge, Pedialyte, and Bridgestone + New business.

- Working on cheesy brand acts for Velveeta.
- Developing a campaign to launch a new Fresca product.
- Pitched new business with a humor-lead campaign.

Havas

FREELANCE COPYWRITER | OCTOBER 2021 - FEBRUARY 2022

Clients: Keurig, McCafe, Green Mountain Coffee, and Ali Forney Center.

- Took over New York Magazine to bring awareness to homeless LGBTQ+ youth in NYC.
- Established a cohesive voice and accompanying campaign for GMCR coffee.
- Worked on a brand act to reaffirm Keurig's commitment to sustainability.

Publicis

INTERN COPYWRITER | JUNE 2021 - AUGUST 2021

Assisted with copywriting on Smuckers brands.

- Helped expand a Milk-Bone campaign in digital spaces and pitched a TV spot.
- Concepted integrated activations for the "Damn Right it's Folgers" rebrand.
- Made clothes with real peanut butter to get more people to snack with JIF.

BYU AdLab

STUDENT COPYWRITER | MARCH 2019 - APRIL 2021

Copywriter at a student-run ad agency.

- Worked on relaunch for JoJo's Chocolate, including concept, scripts, and branding.
- Other client work includes: Coca-Cola, California Avocados, Grandpa Beck's Games.

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 Comedy

AUGUST 2019 - PRESENT

Cracking jokes on the weekends.

- Currently studying 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.