

# JP WINDERS

**COPYWRITER • COMEDIAN**

## WORK

### **PepsiCo.**

Jun 2023 - Present

#### **COPYWRITER**

Cheetos, Tostitos, Doritos, Lay's, SmartFood, Dips, Marias Gamesa, and more.

- Lead full-scale campaigns across social, digital, and TVC for iconic brands from start to finish.
- Consistently crafting top-performing social content across Frito-Lay brands.
- Board member of the EQUAL ERG, working to further LGBTQ+ allyship at PepsiCo.
- Chester Cheetah's ghost writer.

### **VMLY&R**

Feb 2022 - Feb 2023

#### **COPYWRITER**

KraftHeinz, Butterball, General Mills, Campari Group, and Johnson & Johnson.

- Made Jimmy Fallon's dreams come true, increasing calls to the Turkey Talk-Line by +30K.
- Showcased latino artists during Cinco De Mayo with pop-ups by Espolón Tequila.
- Social content for Butterball, Aperol, Kim Crawford, Old El Paso, Espolón, and more.

### **Havas**

Oct 2021 - Feb 2022

#### **JUNIOR COPYWRITER**

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 McCafé mugs to help children staying at RMHC.
- Rebranded Green Mountain Coffee Roasters and established their new tone of voice.

### **Publicis One**

May 2021 - Aug 2021

#### **COPYWRITING INTERN**

Folgers, Milk-Bone, Jif, and Uncrustables.

- Ideated and pitched TVC and brand activation concepts for integrated campaigns.
- Created and executed social content across brands and platforms.

### **BYUtv**

Jul 2019 - Aug 2020

#### **CREATIVE COPYWRITER**

In-house copywriter at a nationwide tv network.

- Ideated and executed print, OOH, and digital campaigns to promote new and existing shows.
- Collaborated cross-functionally to shape development and bring campaigns to life.

## EDUCATION

### **Brigham Young University**

Bachelor of Arts | Communication  
Emphasis: Copywriting for Advertising

## SKILLS + EXTRACURRICULAR

### **Skills**

Copywriting, Creative Strategy, Tone of Voice, Social Content, Partnerships + Collaboration, 360° Campaigns, Client Presentations, Shoot Oversight, Comedy Writing, Spanish (Advanced).

### **Sketch + Improv**

Cracking jokes on the weekends... and weekdays.

- Twice nominated Chicago's Best Comedian by the Chicago Reader.
- Filmed a fully improvised comedy special with Angel Studios and DryBar Unscripted.
- Selected for the 2024 SNL Showcase at the iO Theater.



[www.jpwinders.com](http://www.jpwinders.com)

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