

# JP WINDERS

## COPYWRITER • COMEDIAN

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## WORK

### PEPSICO (D3)

COPYWRITER | JUNE 2023 - PRESENT

Tostitos, Doritos, SmartFood, Frito-Lay Minis, Santitas, Marias, Frito-Lay Dips, and more.

- Partnered with St. Jude to send Doritos where no chip has gone before: Space.
- Parodying truck commercials to show Tostitos Scoops! can tackle your toughest dips.
- Board member of the EQUAL ERG, leading events to further LGBTQ+allyship at 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 and increased Butterball hotline calls by +30K.
- Kept the Cinco de Mayo celebrations going all month long with Espolón Tequila pop-ups.
- Social content for Butterball, Aperol, Kim Crawford, Old El Paso, Espolón, and more.

### HAVAS

JUNIOR 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 McCafé mugs to help children staying at RMHC.
- Established a new voice for GMCR coffee all about being "Packed with Goodness."

## EDUCATION

### BRIGHAM YOUNG UNIVERSITY

Bachelor of Arts - Communication with an Emphasis in Copywriting for Advertising

## SIDE PROJECTS

### SKETCH + IMPROV

AUGUST 2019 - PRESENT

Cracking jokes on the weekends... and weekdays.

- Performing every week on a House Team at Chicago's iO Theater.
- Filmed a comedy special with DryBar Unscripted, streaming August 2024.
- Voted Chicago's Best Comedy Group of 2023 by the Chicago Reader.

### HOSPITAL MAGICIAN

JULY 2023 - PRESENT

Volunteer with Open Heart Magic, performing for patients at Lurie children's hospital.

- Making kids gasp with amazement every other Saturday.
- Constantly learning new tricks and collaborating with other volunteers.
- Can almost always find your card.