

# 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.

- Developed 360° and digital campaigns, social, OOH, OLV, and TVC from start to finish.
- Partnered with St. Jude to send Doritos where no chip has gone before: Space.
- Crafted funny, revelant, top-performing social content for Frito-Lay brands.
- Board member of the EQUAL ERG, working to further LGBTQ+ allyship at PepsiCo.

### 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 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

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

## EDUCATION

### BRIGHAM YOUNG UNIVERSITY

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

## SIDE PROJECTS

### SKETCH + IMPROV

AUGUST 2019 - PRESENT

Cracking jokes on the weekends... and weekdays.

- Selected for the SNL Showcase at Chicago's iO Theater.
- Filmed a comedy special with DryBar Unscripted, streaming 2025.
- 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.

- Constantly learning new tricks and collaborating with other volunteers.
- Can almost always find your card.