

URI WEISS

Copywriter/Creative

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SKILLS

WRITING



CONCEPTING



PHOTOSHOP



INDESIGN



Professional bar-mitzvah.

Cavs win NBA Finals.
Bob Greenberg wishes me happy birthday.

Matthew McConaughey hears my
Matthew McConaughey impression.

Born.

EXPERIENCE

Givewith

Creative: Sept. 2018 -

Campaign creation, concepting, design and copy to help raise awareness & money for nonprofit organizations in cooperation with corporate partners.

Vaynermedia

Freelance: Jan. 2017 - Apr. 2017

Copy and concepting for campaigns on the Diageo family of brands, mainly on Johnny Walker, Captain Morgan, Seagram's 7, Ketel One.

R/GA

Junior copywriter: Aug. 2016 - Oct. 2017

Copy and concepting for Samsung, North America on Samsung's entire line of consumer electronics, some Nike.

R/GA

Creative intern: Jun. 2016 - Aug. 2017

Working on Samsung, North America. Totally formative experience that taught me about user experience, interactivity, press, and when/how to use technology.

JWT

Creative intern: Jan. 2016 - Mar. 2016

Worked on Nestlé, Listerine, Puma, Schick Hydro (men's & women's), Wild Turkey.



Started writing a book
(Currently 5 chapters deep)

Taught myself web design, created my site.

ABOUT

Uri

Advertising is having a very transformative moment right now. It scares a lot of people—even myself sometimes. But the confluence of disruptive technologies and myriad media platforms actually allows for *much* more interesting work, particularly in creating immersive experiences, which really interests me.

I grew up in Cleveland, Ohio. I didn't know anything about advertising when I graduated from college with a degree in marketing, but I took the first job I could get in New York that would let me pursue my career. I built a portfolio, interned at a few places, learned a whole lot, and eventually worked my way in.

I'm writing a couple short stories and a novel at the moment, which takes up a lot of my time. When I'm not doing that I'm usually working on my design chops—getting pointers from designer friends or watching Skillshare or YouTube tutorials. I've started a design page on Instagram (@ManishewitzPapi) where I make my own interpretations of my favorite album artwork.