

TODAY, SOME WRITERS AREN'T EVEN HUMAN. REST ASSURED, IAN FORSYTH IS A HUMAN WRITER WHO WRITES SCRIPTS, CONCEPTS, AND COPY FOR HIS HUMAN SELF AND THE HUMANS WHO EMPLOY HIM. WITH HIS WORDS, HE CHANGES MINDS, INSPIRES BEHAVIOR, AND BUILDS DEMAND FOR BRANDS, IDEAS, AND PLATFORMS THAT HUMANS DON'T WANT—THEY NEED.

IAN FORSYTH

SENIOR

CREATIVE

COPYWRITER

215 McCann

Copywriter
(San Francisco, Jan 2022 - Present)

Wrote and produced two long-form branded documentaries, told half in the real world and half in the Minecraft world, about the importance of mangrove reforestation. Raised over \$200k.

Primary writer on a partnership between The Nature Conservancy and Minecraft for a groundbreaking educational custom map in Minecraft. Wrote narration, NPC dialogue.

Fostered a strong client relationship and led the creative across Minecraft's social-good line of business and mentored younger talent.

Ideated 360 ad campaigns for the Xbox Series S.

www.ianwritesalot.com

BBDO

Copywriter
(San Francisco, April 2019 - December 2021)

Ask me how I got a member of N*SYNC to star in ServiceNow's B2B global rebrand.

Took the data privacy conversation out of the corporate doldrums and wrote compelling storytelling that resonated with WhatsApp's audiences in EMEA, Brazil, and India.

Concepted and wrote a 360 campaign for Wells Fargo that broke through the monotonous banking landscape. We did break some stuff on set, too.

Wrote social, online videos, and OOH copy for many of Megamex's brands and debuted a bi-pedal, anthropomorphized avocado mascot.

ianjforseyth888@gmail.com

Barkley

Creative Intern
(Kansas City, May 2018 - August 2018)

Wrote videos, social, website copy, and official flavor descriptions for Bartles & Jaymes Wine Coolers without ever tasting said wine coolers; in the tone of voice of a fake mascot I've never met.

Helped put Comic-Con goers inside a cage with an incredibly deadly (read: totally safe) viper, all to win a free copy of Tomb Raider.

Brigham Young University

BA Communications; Advertising
2019



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