

# DAVID E. MCMAHON

205-937-4988 · [dmcmahon36@gmail.com](mailto:dmcmahon36@gmail.com) · [davidemcmahon.com](http://davidemcmahon.com)

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## PROFESSIONAL SUMMARY

A strong writer, storyteller and conceptualizer who is as energized creating results-oriented advertising as he is presenting and selling his ideas. Equally invigorated by mentoring, supervising and inspiring other writers and designers. Check out my work at [www.davidemcmahon.com](http://www.davidemcmahon.com)

## EXPERIENCE

### **2023 TO PRESENT**

#### **INDEPENDENT CONTRACTOR**

Assisting various consumer and B2B clients with a wide range of copywriting needs, including training and technical manuals, medical case documentation and branding/website development.

### **2020 TO 2023**

#### **ADVERTISING COPYWRITING MANAGER**

### **2011 TO 2020**

#### **SENIOR COPYWRITER**

*The Hamilton Collection, Jacksonville, FL*

Creative team lead responsible for concepting, developing and A/B testing over 400 customer retention and acquisition promotions annually, including licensed programs for Disney, Precious Moments, Thomas Kinkade, NFL, MLB, and NASCAR.

### **2007 TO 2011**

#### **CREATIVE DIRECTOR**

*Media Logic, Inc., Albany, NY*

Drove team of writers and designers in the development of B2C and B2B marketing vehicles that delivered powerful results for a roster of financial clients, including Visa, Bank of America, Chase, and Capital One.

### **2005 TO 2007**

#### **SENIOR COPYWRITER**

*O2 Ideas, Inc., Birmingham, AL*

Provided direct response copy direction for a team of four writers from initial concept stages through final print and/or web production for the company's largest client, Verizon Wireless.

### **2001 TO 2005**

#### **COPYWRITER**

*Scholastic, Inc., Danbury, CT*

Concepted and wrote direct mail packages for prominent publisher of children's book clubs and other continuity programs with clients as established as Disney, Warner Brothers and Nickelodeon.

## EDUCATION

**BA, JOURNALISM & ENGLISH**, St. Bonaventure University

**DIRECT MARKETING CERTIFICATE**, Western Connecticut State University