

Daniel Jungkind

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Group Copy Supervisor with 8+ years of experience leading integrated campaigns for global brands. Known for turning complex strategy into clear, high-performing creative.

Experience

Havas Lynx - Group Copy Supervisor

April 2026 - Present | New York, NY

- Led a global omnichannel campaign launch which reached XXX millions of patients and HCPs
- All creative hit pre-launch targets and delivered over 20% marketshare growth in 6 months
- Brought expertise to another brand helping them deliver creative on time under difficult conditions

Klick - Copy Supervisor

March 2023 - April 2026 | New York, NY

- Helped lead campaign refresh from concept through testing and rollout across omnichannel **contributing to double-digit growth**
- **Established global tone and copy frameworks** for regional teams to follow
- Stepped into a **regional leadership role** in APAC and Europe, guiding teams through execution and optimization **achieving 47% higher performance** vs. benchmark

Grey - Senior Copywriter

Feb 2022 - March 2023 | New York, NY

- **Led copy for multiple brands** creating digital, print, web, and conference assets
- **Redefined core brand** messaging, and visual identity across channels
- Took **2 brands from early concepting through final positioning**, brand voice, and core claims

FCB Health - Jr Copywriter & Copywriter

Oct 2019 - Feb 2022 | New York, NY

- **Developed brand storytelling** across web, print, streaming, digital, and radio campaigns
- **Wrote full website experiences from wireframes through final deployment**
- Owned print and digital projects **across 9 brands**
- **Regularly presented creative** internally and to clients

Skills (core skills, tools, ways of working)

Regional team leadership | Concept ideation & campaign development | AI-assisted ideation & optimization

Client presentations & sell-through | Brand positioning & messaging | CRM, lifecycle, & omnichannel

Product storytelling & launch strategy | Cross-functional collaboration | Performance creative & testing

Education

Florida International University 2019 — Master of Science in Mass Communication

Miami Ad School 2019 — Creative Certificate in Copywriting

+ 3-month copy internship at Cutwater in San Francisco

Kutztown University 2014 — BS in Business Administration - Marketing

Tsinghua University 2014 — Study Abroad for Business & Language