Neil Kirkpatrick

Sr. Writer / ACD

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Experience

Publicis / ACD
FEBRUARY 2021 - PRESENT, AUSTIN

- Led creative across Samsung's digital ecosystem (Gaming Hub, Art Store, TV Plus, Samsung News), owning voice, product storytelling, and campaign direction across multiple launches.

- Built platform ideas that didn't die in PowerPoint.

- Developed and sold work used both in-market and in new-business conversations.

- Directed filmed artist interviews and branded content, shaping narrative, tone, and final edit in close partnership with production.

- Helped take early-stage brands from positioning to launch: naming, messaging systems, and go-to-market creative.

- Wrote long-form and experimental copy when the brief called for something quieter, stranger, or more human than standard brand language.

Sr. Freelance Copywriter (Budweiser, Spotify, Sunsweet)
SEPTEMBER 2019 - FEBRUARY 2021 / NEW YORK CITY

- Led copy for Budweiser retail campaigns and Sunsweet digital/social work across agencies that all worked differently and wanted different things.

- Took point on pitches: concepts, voice, narrative spine, presentation copy — the stuff people remember after the meeting.

- Partnered with Spotify on the launch of SoundBetter, shaping positioning and rollout language.

- Worked on internal creative projects focused on new formats and ideas that weren't designed to be "safe."

Byte New York / Senior Writer
FEBRUARY 2018 - SEPTEMBER 2019, NEW YORK CITY

- Led concepting and messaging for Waze's digital rebrand, including interactive formats like self-destructing messages and "secret transmission" content.

- Wrote campaigns and ongoing content for Spotify featuring global artists, helping lock in a brand voice that didn't sound like a brand.

- Helped win new business (including Google) and scale the creative team without losing the plot.

Chipotle Mexican Grill (Internal Creative Team) / Copywriter
DECEMBER 2016 - MAY 2017, NEW YORK CITY

- Owned brand voice on social during the post-E. coli recovery period, when every word mattered and screenshots lived forever.

- Built content calendars and real-time response systems for Twitter alongside PR and legal.

- Sat in on the agency-of-record process and helped choose the next partner.

- Wrote scripts and promotional content for music initiatives and internal brand programs.

Education

University of Oregon
2009 - 2014
BA Journalism and Advertising

Northwest Film Center
2010
Certificate of filmmaking

Influences

Nick Cave, Christy Karacas, Kurt Vonnegut, St. Vincent, Zachary Schomburg, Cormac McCarthy, Kathy Hepinstall, Lorrie Moore, Dave Grohl, Steven Pressfield, Leonard Cohen, Lydia Davis, David Byrne, Robert Greene, Don Hertzfeldt, David O'Reilly, Bill Watterson, Jack White, Bob Kane, Steve Vai, Denis Johnson, Elmore Leonard, Stephen Colbert, Dan Harmon, David Letterman, Miles Davis, Tom Waits, Jon Hopkins, Marcus Aurelius, Raymond Carver, Edward Gorey, David Lynch