

HANAKO MARGARET SUZUKI

CREATIVE COPYWRITER

Award-winning, bilingual copywriter with a past life in account management and media strategy.

EDUCATION

The City College of New York (CUNY)

MPS in Branding + Integrated Communications

- GPA 3.92 (top of the Creative Track)
- The LAGRANT Foundation 2022 Scholar

Sarah Lawrence College

BA in Creative Writing & Photography

Stuyvesant High School

Additional training:

School of Visual Arts

Continuing Ed Courses in Graphic Design & Advertising 2020-2021

Adhouse NYC

Crash Course in Creative Advertising 2021

AWARDS

The One Club: Young Ones

- 2022 Silver Pencil
- 2023 Bronze Pencil
- 2023 Merit

SKILLS

Languages:

- English (native)
- Japanese (fluent)

Technical:

Adobe Creative Suite, Canva, MS Office, MS Teams, Google Drive, Zoom, Slack.

RELEVANT EXPERIENCE

Copywriter

Ogilvy | New York, NY | Sept 2023 - Present

- As a member of a dedicated team servicing IBM, I write and edit all forms of copy from TVC scripts to OOH headlines.
- I collaborate with Art Directors, Strategists, and beyond to tackle client briefs, big and small, from initial ideation stages to proofreading final deliverables.

Copywriter

Macy's Inc. | New York, NY | Sept 2021 - Sept 2023

- As a member of the Fashion Authority team, I was the lead writer for various seasonal campaigns (e.g. Spring Fashion, Father's Day, Holiday Gift Guide).
- I helped launch a major rebranding initiative called "Own Your Style", which became a new pillar for the brand.

Account Executive & Media Planner

Dentsu Inc. | Tokyo, Japan | Nov 2017 - Oct 2019

- I functioned in a hybrid team of bilingual employees servicing international clients such as Nike, Red Bull, LVMH, Blue Buffalo, AWS, Mondelez, and more.

Junior Copywriter

Bloomingdale's | New York, NY | June 2010 - July 2013

- I was the lead writer for the Fine Jewelry and Events accounts.
- I partnered with the team's first ever Social Media Manager to translate the Bloomingdale's voice to its newly-established social media channels.

OTHER PROFESSIONAL EXPERIENCE

Executive Assistant

Legacy Planning Solutions | Queens, NY | April 2020 - Aug 2021

- I helped financial consultants help their clients stay afloat during the peak of the Coronavirus pandemic.

English/Japanese Interpreter

Humans of New York | Tokyo, Japan | Oct 2019

- I interpreted for Brandon Stanton during interviews he conducted in Tokyo for his book, *Humans* (St. Martin's Press, Oct 2020).

Program Coordinator

CLAIR (Council of Local Authorities for International Relations) | Tokyo, Japan | Aug 2016 - Sept 2017

- I spearheaded the planning and executing of specialized conferences for project managers from municipalities all over Japan.

Coordinator for International Relations (JET Program)

Government of Kagawa Prefecture | Takamatsu City, Kagawa, Japan | July 2013 - July 2016

- I was the lead interpreter for the Governor of Kagawa and visiting VIPs (e.g. foreign diplomats).