

I was born the son of a banker, or an economist to be precise. So for as long as I can remember, the regular nine-to-five was to be my inevitable destination, just as Florida is to the aged.

But then, the most wonderful discovery: a career which would superficially resemble a regular office job, but instead would allow you to spend your days bathing in creativity...

I've always enjoyed fishing. One time, fishing for bass in the Connecticut River at dusk, I cast out and instead snagged a bat with my hook. It was never the same after that.

## EDUCATION

### **NEW YORK UNIVERSITY**

BACHELOR OF FINE ARTS, MAY 2007

DOUBLE MAJOR: STUDIO ARTS, HISTORY

- Overall GPA 4.0 (Summa cum laude)

- Dean's Honor List

- Phi Alpha Theta History Honors Society

## AWARDS

### **CLIO AWARDS**

- Gold - What Goes Around...

### **ONE SHOW**

- Silver - What Goes Around...

### **ONE SHOW DESIGN**

- Gold - What Goes Around...

### **CANNES**

- Silver - What Goes Around...

### **NEW YORK FESTIVALS**

- Grand Winner - What Goes Around...

- Gold x 2 - What Goes Around...

### **D&AD**

- In Book - What Goes Around...

### **WEBBY AWARDS**

- Official Honoree - MotoDanica

- Official Honoree - Krave

### **AD:TECH**

- People's Choice Award - Rockstarizer

### **52 SECOND FILM FESTIVAL**

- First Prize - Cinemabiosis

## **WILLIAM DS TRAN**

COPYWRITER

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Brooklyn, NY 11222

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FishingForBats.com

## WORK EXPERIENCE

### **DRAFTFCB**

COPYWRITER

9/2007 - Present (New York, NY)

- Write for both digital and traditional departments

- Research effects of caffeine on body

- Clients: Census, Motorola, City Harvest, Starbucks, Gerber

### **ETV MEDIA**

HEAD OF VIDEO PRODUCTION

5/2006 - 6/2007 (New York, NY)

- Film, edit + upload web broadcasts

- Clients: NYBOT, Chicago Sun Times

### **STEINHARDT ADV. MEDIA LAB**

LAB MONITOR

9/2005 - 5/2006 (New York, NY)

- Assist video editing + DVD production

### **CENTRAL PARK MEDIA**

VIDEO PRODUCTION INTERN

9/2004 - 9/2005 (New York, NY)

- Assist in DVD production process

### **PALLADIUM ATHLETIC FACILITY**

INSTRUCTOR + BELAYER

9/2003 - 9/2004 (New York, NY)

- Teach better rock climbing technique

- Ingratiate self with extreme sports crowd

## FREELANCE

### **FISHING FOR BATS**

COPYWRITER

3/2009 - Present (New York, NY)

- Clients: Recession Rags, Urtak

### **BIG ANT INTERNATIONAL**

COPYWRITER

9/2008 - Present (New York, NY)

- Clients: Global Coalition for Peace