



Danielle Silveri

Senior Copywriter

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Education

**ART CENTER
COLLEGE OF DESIGN**
B.A. ADVERTISING
2013 - 2016

Humble Brag

Silver Reggie - Gopuff "Be Right There" 2021
Bronze Clio - AT&T "OK Commentator" 2019
Student Gallery at Art Center College of Design
Marmot - Camping Essentials Spring 2015
Student Gallery at Art Center College of Design
California Drought - Going Blue Fall 2015

About

The name's Dani. Born in NY. Raised in LA. I'm an award-winning senior/lead copywriter who's spent 9 years turning insights into big ideas, headlines into punchlines, and water into coffee. Featured in Adweek/The Drum, awarded by the Clios and Reggies—I've crafted numerous campaigns for brands (in-house and agency) across the tech, entertainments, sports, cars, art exhibitions, music, and lifestyle industries.

Clients + Celebrities

Meow Wolf, AT&T, Google Android, Call of Duty, Live Nation, Nike, Microsoft, March Madness, Gopuff, Carvana, Visa, Clios Award Show, Insomniac Events, Gopuff, Museum of Illusions, Theirworld, California Philharmonic, V8 Energy, Bethesda, Activision, Sega, & Square Enix. Celebrities I didn't take photos with on set include Lena Waith, Tracey Morgan, Gwendoline Christie, Tim Baltz, Stephanie Hsu, Kareem Abdul-Jabbar, Julius Erving, Alonzo Mourning, Kenny Smith, Jimmy Johnson, Oscar Piastri, and Lisa Gilroy.

Experience

LAUNDRY SERVICE LA
SENIOR COPYWRITER
2024 - STILL HERE

UNUSUAL LA FREELANCE
SENIOR COPY WRITER
2024 - 2024

MEOW WOLF
SENIOR COPYWRITER
2023 - 2024

LIVE NATION FREELANCE
LEAD COPYWRITER
2022 - 2023

AYZENBERG FREELANCE
SENIOR COPY WRITER
2022 - 2023

CARVANA
COPYWRITER
2021 - 2022

ORGANIC LA
JR. COPYWRITER
2017 - 2018

BBDO LA
COPYWRITER
2018 - 2021

CAL PHILHARMONIC
CREATIVE
2016 - 2017

R/GA LA
COPY INTERN
2017 - 2017

AYZENBERG
COPY INTERN
2015 - 2015

PETROL
COPY INTERN
2016 - 2016

Skills

360 Campaigns
Experiential
Interactive
Digital
#Social
Print

Commercial
Radio
Sketch Comedy
Storytelling
Creative Writing
Song/Poetry

Art Direction
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Photography
Illustration

Audio Engineering
Logic Pro X
Sound Design
Music composition
Leadership
Management