

# PETER KNIERIM WRITER | CREATIVE DIRECTOR

## WORK

### FREELANCE WRITER/CREATIVE DIRECTOR | 2017 to present

Work for brands and agencies like DDB, McGarryBowen, CP+B, Fitzgerald, Barkely and Grey as a Creative Director or Copywriter.

### HUMAN DESIGN | Boulder | 2022 to 2024

#### Creative Director

Worked as Creative Director and primary Copywriter on projects as varied as brand activations, social campaigns and documentary films.

### UNIVERSITY OF COLORADO | Boulder | 2016 to present

#### Lecturer - Advertising, Public Relations and Design

Teach advertising courses on levels from introductory to advanced, including History of Advertising, Writing for Public Relations, Introduction to Creative Concepts, Copywriting and Intermediate Concepts.

### DENVER AD SCHOOL | Denver | 2022 to present

#### Instructor, Creative and Copywriting

Pass along what I've learned over my career to eager, talented creatives who are about to begin their own journeys.

### FORTNIGHT COLLECTIVE | Boulder | 2018 to 2021

#### Head Creative

One of the first two creative staff at the agency.

### CRISPIN PORTER+BOGUSKY | Boulder | 2009 to 2017

#### Associate Creative Director ▶ VP, Creative Director

Spent two years as Creative Director of a sub-department (called the Post Office) concentrating on social ideas: from tweets to huge ideas to get people talking.

### RAZORFISH | New York | 2007 to 2009

#### Creative Director

Ran a digital advertising group to accompany the agency's deep web site expertise.

### MODEM MEDIA/DIGITAS | Norwalk, CT | 2000 to 2007

#### Senior Copywriter ▶ Associate Creative Director ▶ VP, Creative Director

### BBDO | New York | 1995 to 2000

#### Copywriter ▶ Copy Supervisor ▶ Creative Supervisor

Wrote the world's first pharmaceutical TV spot with the list of scary side effects. Stuart Elliott wrote about it, the Wall Street Journal called it mind-numbing, and my career was underway.

## EDUCATION

### SYRACUSE UNIVERSITY

BS in Advertising

Minor in Ad Design

## CONTACT

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[copy-boy.com](http://copy-boy.com)

## CLIENTS

Alcon Vision Care  
All Detergent  
American Airlines  
Applebee's  
AXE  
B Corp  
Best Buy  
Bing  
Capital One  
Citibank  
Delta Air Lines  
Domino's  
Fruit of the Loom  
General Motors  
Heineken  
IBM  
Infiniti  
JanSport  
JCPenney  
Kraft Foods  
Kraft Mac & Cheese  
Lay's Kettle Cooked  
Mercedes-Benz  
Metlife  
Microsoft  
Morgan Stanley  
Old Navy  
Patagonia  
Pfizer  
Post Cereals  
Purina  
Sheraton  
Song Airways  
T Rowe Price  
Triscuit  
Vail Resorts  
Velveeta  
Westin

## AWARDS

Cannes Lions  
D&AD  
LIA  
One Show  
Clio  
Comm Arts  
Effe  
Shorty  
Webby  
OMMA  
Mobius  
Addy  
FWA