

James Graf

Creative Director • Copywriter • Content Strategist & Designer

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PROFILE

Creative director and copywriter with 20+ years creating campaigns, developing brand voices, and shaping digital experiences. Clients include American Express, Samsung, LEGO, Dropbox, and GE HealthCare. Now using AI to rethink how brands communicate and connect with people.

EXPERIENCE

Freelance via GUT Globant — Creative Lead, Copywriter & Content Strategist

New York • April 2024 – present

Creative lead on integrated campaigns and web experiences that build awareness and drive enrollment across Pansophic Learning's network of schools. Also copy and content strategy for clients including Siemens.

- Led social campaigns for five Pansophic Learning sub-brands, shaping each one's voice and user experience.
- Partnered with the conversion rate optimization (CRO) team to improve landing pages, messaging, and enrollment funnels.
- Wrote and produced AI-assisted audio and visual campaigns, scaling creative production and campaign reach.
- Helped develop AI agents that generate on-brand copy, scaling content production without losing the brand voice.
- Refined content strategy and copy for several Siemens digital experiences, turning technical topics and corporate jargon into copy people want to read.

Globant Create / Vertic — Copywriter & Content Strategist

New York • July 2020 – April 2024

Creative lead for copy, content design, and UX writing for GE HealthCare, Dropbox, Microsoft, Organon, and Biogen.

- Wrote the *Reimagining Better Health* report for GE HealthCare's launch as a standalone company, and led the social campaign that brought it to market.
- Built the content strategy and copy for Experience Dropbox, a content hub that positioned Dropbox as a voice on the future of work.
- Wrote brand and product copy for Organon's launch as a new women's health company.
- Led the refresh of Vertic's own brand platform, sharpening its voice across digital channels and lifting social engagement.

Freelance — Creative Director & Copywriter

New York • May 2016 – June 2020

Copy, content strategy, and content design for Troupe, MCD Partners, TIAA Charitable, Discover, and Deloitte.

- Led Discover's employer brand platform: positioning, messaging, recruitment campaign, and careers website.
- Wrote and directed a short-form video series that made Deloitte's financial solutions easy to understand.
- Creative lead on the TIAA Charitable website: brand voice, product naming, and content strategy.

MCD Partners — Associate Creative Director

New York · March 2011 – March 2016

Product and marketing experiences across Samsung USA's digital channels: websites, mobile, social, and branded content.

- Led copy and creative direction for the Samsung.com U.S. redesign, streamlining the path from discovery to purchase and exceeding its KPIs.
- Creative lead on the Samsung Green Experience and Black Friday campaigns.
- Editor-in-chief of Samsung's live blog at CES, directing real-time articles, photography, and video.

Freelance — Copywriter & Content Strategist

New York · January 2008 – February 2011

Copy, UX writing, and brand strategy for frog design, Method, The Barbarian Group, Liquid Color, Plenty, Your Majesty, and Cuban Council. Clients included Samsung, marimekko, IMAX, Citibank, American Express, Qualcomm, Yahoo!, and Sinch.

- Led messaging for marimekko's U.S. launch.
- Developed the messaging platform and positioning for IMAX.
- Wrote the content strategy and copy for Citibank's balance transfer experience.

Digitas — Lead Creative / Senior Copywriter

New York · March 2005 – November 2007

Creative direction, content strategy, and copy for American Express digital channels.

- Head writer for the Interaction Design (UX) team, overseeing a group of writers.
- Led creative for the Amex Travel iMarketing campaign and the Amex One Quiz.
- Member of the internal Vision team, developing future-facing digital experiences for American Express.
- Oversaw content strategy and writing for the American Express homepage and Membership Rewards redesign.

Freelance — Copywriter

New York · October 2003 – November 2005

Copy, content, brand strategy, and UX writing for EarthSpeaks, Magnani Caruso Dutton, Kingsley, and Brandculture.

Magnani Caruso Dutton — Copywriter

New York · September 1999 – December 2002

Copy, content strategy, and UX writing for LEGO, HBO, AT&T, Sephora, and About.com.

- Wrote the copy and messaging for the LEGO Explore website, launching a new sub-brand.
- Led strategy and writing for the HBO website redesign and created its digital style guide.
- Wrote interactive brand copy for Sephora's in-store digital kiosks and displays.

CAPABILITIES

Brand voice & messaging · Brand platforms · Content design · Web & UX writing · Campaign concepting · Editorial direction · Video scripting & direction · AI-assisted content creation

EDUCATION

Boston College — BA, English, 1994

The New School — Graduate studies in film production, 1998–2000

Université Paris X Nanterre — Study abroad, 1993

ADDITIONAL

Dual citizenship: United States and Denmark