

DAVID SATTERFIELD

I make advertising feel less like advertising.

804.873.6546 | david.satterfield.writer@gmail.com | david-satterfield.com | linkedin.com/in/david-satterfield-copywriter | Richmond, VA, open to relocation

ABOUT

Fourteen years of finding the human truth in categories that supposedly do not have one. An ETF. Workforce management software. A credit score. A fake Christmas tree. Lately that has meant experiential, including a half-court arena at the NCAA Final Four where the AI announcer I designed learned every player's name and invented a nickname for them on the spot. Before that it meant brand films, a great many scripts, and five years of speaking as a cat. I have never believed that "it is a boring category" is a real excuse, and I am looking for a room where I can keep proving it with a team behind me.

EXPERIENCE

Associate Creative Director

2022 TO 2026

WME / 1600VER90 · NEW YORK, REMOTE

- Conceived and led the Invesco QQQ Innovation Arena at the 2024 and 2025 NCAA Final Fours, an AI-powered experiential campaign that repositioned a financial ETF as a cultural force at the biggest moment in college basketball. Award-winning across three shows.
- Designed the arena's generative announcer: a live AI play-by-play voice trained on a recorded performance, calling each player by name and inventing nicknames out of how they actually played. Worked the system out on my own, then brought it to the team.
- Scaled the platform down to a trade show footprint for B2B, where players competed against Candace Parker's real college shooting stats on a single vertical screen. Proof the idea worked without the fifteen-foot LED walls.
- Led confidential partnership development for major entertainment IP and globally known talent, presenting concepts directly to principals, their representation, and our company president.
- Developed narrative strategy for USAA's member experience at the 2025 Army-Navy game, finding the human story inside a brand built entirely on service and trust.

Senior Copywriter

2020 TO 2022

ZAMBEZI · LOS ANGELES

- Wrote and co-produced integrated campaigns for UKG workforce management software, focused on the gap between pandemic-era furloughs and return-to-work. Two films and a Fortune cover wrap, shot in Mexico City under COVID restrictions with the creative team directing over video call.
- Created a brand storytelling campaign for Staples' private label Tru Red, finding a distinct voice for an office supplies brand in a commoditized category.
- Wrote and produced multiple campaigns making TaylorMade's club technology easy to understand and exciting for everyday golfers. Translating engineering into desire.
- Mentored junior creatives with a feedback style that challenged without discouraging. Watched a lot of good work get better.

Senior Copywriter / ACD

2019

FREELANCE · LOS ANGELES

- Four months at MullenLowe LA, plus a run of shorter engagements across the year.

Senior Copywriter

2017 TO 2019

VAYNERMEDIA · LOS ANGELES

- Built and ran a writers room to solve the content volume problem across TBS original comedies, then led the team producing fan engagement content in a voice that spoke to viewers rather than at them.
- Co-led the brand relaunch for Berkshire Hathaway HomeServices, building the digital and social content strategy from the ground up. Four broadcast spots plus an animated film, made with one CD, start to finish.

Senior Copywriter / ACD

2016 TO 2017

FREELANCE

- Wrote and developed campaigns with Droga5, Instrument and Muhtayzik Hoffer, leading TV development, digital strategy and cross-platform storytelling for clients who expected the work to matter.

Senior Copywriter

2015 TO 2016

SWIFT+POSSIBLE · PORTLAND, OR

- Brought in freelance and hired onto staff.
- Lead writer on Starbucks and Frappuccino social, writing a lot of words that had to sound effortless and on brand at the same time.
- Co-developed and scripted a national TV campaign for SweetTarts. Fun one.

Senior Copywriter

2013 TO 2014

EVOLUTION BUREAU (EVB) · SAN FRANCISCO

- Won a three-agency script write-off against Goodby Silverstein and Pereira O'Dell for Credit Karma, then built the winning script into Confusion, a campaign that handed the microphone to the brand's own opponents. Its parody site was hidden as an easter egg with no paid media, no search tags and unlisted films, and still reached the 92,000 most visited sites in America inside a month.
- Reintroduced Morris the Cat for 9 Lives in wearable tech goggles, an interactive film that took FWA of the Day and Adweek Ad of the Day. Cut the scratch track myself, and the client kept me as his voice for the next five years.
- Led and mentored two junior creative teams across Samsung TV, 9 Lives, Jameson social and Credit Karma, taking their work through to CD review.

Copywriter, elevated to Associate Creative Director

2012 TO 2013

MADE MOVEMENT · BOULDER, CO

- Promoted to ACD inside a year at this independent shop founded by former CP+B ECDs and Alex Bogusky, built on the belief that creativity and purpose are not in conflict. Led brand storytelling and campaign conceptualizing for a roster of American-made brands.

Creative Intern

SUMMER 2011

CRISPIN PORTER + BOGUSKY · BOULDER, CO

- Won an internal jump ball against twenty-some creatives with a Super Bowl script for Coke Zero, written while still in ad school. Mine led the deck and went into fall production planning.
- The idea became Magnificent Monday, a push to make the day after the Super Bowl a holiday. It was produced the following February, after I had gone back to school.

AWARDS

9 LIVES, CAT'S EYE VIEW

- FWA of the Day, The FWA, 2014
- Ad of the Day, Adweek, 2014

INVESCO QQQ INNOVATION ARENA

- Winner, BizBash Event Experience Awards, Best NCAA Brand Activation
- Winner, Creative Awards of Le Book Connections Dallas, Experiential Events
- Gold, Horizon Interactive Awards 2025. Two golds: the arena and the B2B build.

CORE CAPABILITIES

NARRATIVE STRATEGY brand voice architecture, GTM campaign strategy, market positioning, cross-channel messaging

EXPERIENTIAL phygital builds, AI-driven interaction, live activation copy, generative voice systems

STORYTELLING campaign, long-form and content strategy across B2B, B2C and institutional audiences

LEADERSHIP junior team leadership through CD review, writers rooms, cross-functional alignment, presenting to principals and C-level stakeholders

CATEGORIES financial services, enterprise technology, consumer brands, sports and entertainment, institutional

OTHER the voice of Morris the Cat, 2014 to 2019

EDUCATION

M.S. Communication Sciences, Copywriting. VCU BRANDCENTER

Juris Doctor. UNIVERSITY OF VIRGINIA SCHOOL OF LAW

B.A. History, English and Film minors. UNIVERSITY OF VIRGINIA