

Schuyler Kruizenga

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study

Miami Ad School

Paid my part in keeping the lights on.

Worked late on campus—keeping the lights on.

Claremont McKenna College

Experienced school's Forbes ranking go down.

Acknowledged the 6th most expensive tuition.

work

JACQUES

2025 – Present

Senior Copywriter: Snuck my way in without knowing any French.

- **JORNAY PM:** (for ADHD): Taking new DTC campaign to market.
- **MERCK:** pre-launch for DSA, unbranded, and branded DTC campaigns.

FCB Health

2023 – 2025

Senior Copywriter:

Got older. Got a matching title. No idea how tall any of my coworkers were.

- **Zepbound:** DTC branded and unbranded campaign for sleep apnea
- **COVID-19 shot:** DTC unbranded; worked post-launch—until we got fired
 - Copy lead for CRM and web: light, conversational tone.
- **IPTACOPAN:** DTC unbranded; worked pre-launch—until we got fired

Saatchi & Saatchi

Wellness

2020 – 2022

Copywriter: Wrote social, radio, print, and video copy. Got myself an HSA plan.

- Procter & Gamble within CVS: consumer; new sexual wellness campaign
- Crest Oral B: a compelling case for 2 very cool toothpaste ingredients
- Walmart Health & Walmart Pharmacy: upped impressions with humor(ish)

Freelance: Worked overtime, with my PM's and Copy Supervisor's prior approval.

- RYBELSUS: HCP for type 2 diabetes. Lot o' print. Lot o' sales aids.

TLG NYC

IoT platforms

2016 – 2018

Product Marketing / Project Manager

Managed 80+ open projects a quarter. Studied why IoT is good and gave presentations on why it's great. Emailed people of various emotional states.

myLINGO

tech startup

2012 – 2015

Marketing Lead + Copywriter

Wrote web/app copy. Oversaw web/app UX design. Built beta tests for national theater chains (Regal, AMC, Carmike, etc). Had a blast.

non-awards

Social Most unsolicited jokes made per day.

Personal Put Movie Pass out of business. No longer fluent in Armenian.

Competitive Won a ticket lottery for a Taylor Swift concert.