

Schuyler Kruizenga

visit www.momjeans.us

write howdyschuyler@gmail.com

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

Copy Supervisor: Got in without knowing French. But had a *je ne sais quoi* about it.

- **JORNAY PM:** (FOR ADHD), taking new DTC campaign to market.
- Wrote for OLV and created UGC social vids that targeted evergreen trends
- **MERCK:** pre-launch concepting for DSA and branded (sorry, no peeking yet)

FCB Health

2023 – 2025

Senior Copywriter: Got older. Got an older title. Always remote. Always wore shorts.

- **COVID-19 shot:** DTC unbranded; worked post-launch—until we got fired
- Doodles campaign won oodles of awards (CLIO, LIA)
- **Zepbound:** Joined the snore squad and worked on a new sleep apnea campaign
- **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:** got in on the GLP-1 trend before it was cliché. Lot o' print pieces.

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.