

DAVID PRAGER

COPYWRITER/DIGITAL CONSULTANT

Contact: dp@unclestu.com

EXPERIENCE

Senior Copywriter (Freelance), Blue Singapore (4.09—11.09)

At Blue—*Marketing Magazine's* 09 Agency of the Year—my projects ranged from technical (SAP, VMware) to touristy (Sentosa Resort, Siloso New Year's Party). They included conceptualizing a massive redesign of Sentosa's entire site; writing numerous eDMs, banners, and landing pages; and scripting fun videos/animations that translated confusing SAP and VMWare technical products into plain English.

Creative Group Lead (Copy), Wunderman India (11.07—2.09)

As Group Lead, I managed day-to-day DM and RM for Microsoft India. I also mentored copywriters, evaluated and critiqued copy and concepts, trained creative staff in craft and presentation skills, interfaced with clients, presented creative, and brought global best practices to a rapidly growing agency. *I also represented Wunderman India at the 2008 Global Creative Director's Conference in France.*

Senior Copywriter, Wunderman New York (9.04—11.07)

Relationship marketing specialist for Microsoft. Executed campaign concepts, campaign cookbooks, brochures, mailers, emails, posters, web copy, print ads, web banners, flash movies, etc.

Senior Copywriter, Dirty Water Integrated (2.02—7.02) **Copywriter, Dirty Water Integrated** (9.00—2.02)

Naked Juice • Pegasus Satellite Television • BrokerageAmerica • Council Travel • ProFlowers • British Virgin Islands FSC • CMP Publishing • Tradenable • CyberRebate

Copywriter, Digital Pulp (10.99—8.00)

AltaVista • DoubleClick • LivePerson • 1-800-Flowers • NYC2012 • UltimateBid

Interactive Production, Kirshenbaum Bond (6.99—10.99)

Tommy Hilfiger • Liberty Mutual • Netscape • DLJ Direct • Olympus • Sony.com Games

WRITING

I'm currently writing a book about expat life in Delhi: a humorous travelogue that will be published by HarperCollins in Spring 2010.

My writing has been published in newspapers, magazines, and websites including: *Gulf Life (Gulf Air's Magazine)* • *The Caravan (Delhi)* • *DNA Bangalore* • *The Morning News* • *DailyKos* • *ProgressiveHistorians* • *Dirt Press* • *ArtByte Magazine* • *Whole Earth Review* • *Glaze Magazine* • *Manhattan Daily* • *Campus Talk* • *Citywriters Magazine* • *Orange Source*

EDUCATION

Bachelor of Science, May 1999

Syracuse University—Newhouse School of Mass Communication

Major: Advertising (copywriting) Minor: Economics

Recipient of Newhouse Scholar award; named 1999 Advertising Student of the Year