

NEIL LOPEZ

*TURTLE IMPERSONATOR

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EXPERIENCE

Translation // Senior Copywriter

2018 - Present

Conceptualized/produced work for AT&T, NBA, Kawhi Leonard, JBL, State Farm, and Kaiser Permanente. Notable projects include AT&T's Codes of Culture campaign and the NBA's 2019 holiday spot. Impersonated a turtle.

VidMob // Freelance Creative Director

2018 - Present

Conceptualized and oversaw creative direction of optimized mobile content for brands such as Izod, Jose Cuervo, Destination Canada, Twizzlers, Dots mobile game, FitFlop, and Ulta Beauty. Impersonated a turtle on a Zoom call.

J. Walter Thompson NY // Copywriter

2013 - 2018

Concepting and copywriting for the global Listerine rebrand campaign, Bring Out the Bold. Extensive experience on global brand campaigns and collaborative international pitches. Integrated campaign work on Kleenex, 7-Eleven, Nestle, Rolex, Google, Treasury Wine Estates, non-profits, and new business. Impersonated a turtle on more than one occasion.

360i // Copywriter Intern

2013

Worked on Oreos, Oscar Mayer, Ben & Jerry's, UGG, Guinness, Toyota, Uniqlo, Scotts Miracle-Gro, and Subway. Was known to impersonate a turtle.

DDB NY // Copywriter Intern

2013

Copywriter intern in the DDB LaunchPad Program. Worked on Reebok, NY Lottery, USTA, US Open, Water is Life, and 96Elephants.org. Put out turtle vibes.

Best Bully Sticks // Marketing Lead

2011 - 2012

I helped sell bully sticks (which is just a silly name for bull dicks) and other dog treats. Impersonated a turtle, did not sell turtle treats.

Hypebeast.com // Staff Writer

2011

Hypebeast is a leading streetwear and men's interest website, receiving over 1.8 million visits per month. My posts were published daily, covering various streetwear, fashion, music, technology, and arts-related news. Sometimes wore turtle necks.

EDUCATION

Miami Ad School // Brooklyn, NY

2012 - 2014

Copywriting

VCU // Richmond, VA

2008 - 2010

Creative Advertising

JMU // Harrisonburg, VA

2008 - 2010

Digital Video

BULLET POINTS

Awards/Recognition

(alphabetical order)

- ADDY
- Business Insider's 30 Under 30
- Cannes
- CMYK
- The FWA
- Highsnobiety
- Hypebeast
- Webby Awards

Key Takeaways

(no particular order)

- *I don't get paid to impersonate turtles, I just look like one.
- Green is my favorite color. Like, duh!
- My parents still don't understand what I do for a living, and at this point, quite frankly, I'm a little pissed.