



WESLEY FAIRMAN

WORDS • IDEAS • RELATIONSHIPS

Profile

Hi, I'm Wes, a seasoned copywriter with over ten years of advertising experience. I'm fortunate to have turned a lifelong passion for words into a fulfilling career, and I'm committed to creating the highest quality collateral possible.

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR – COPY

The Power Agency/PowerScoppechio 2022-Present

2022 - Present

- Acted as lead writer for regional and national brands
- Collaborated with other disciplines within the agency
- Presented work to clients both in person and virtually
- Acted as director on video shoots
- Provided mentorship to junior staff

SENIOR COPYWRITER

The Power Agency 2019-2022

- Crafted meaningful content for a variety of mediums
- Collaborated with other disciplines within the agency
- Acted as director on video shoots
- Presented work to clients both in person and virtually

SENIOR COPYWRITER

OOHology 2017-2019

- Crafted creative content for websites, social media & digital ads
- Collaborated with UX/UI designers and art directors
- Provided creative ideation for campaigns



502-594-5336



wesley.fairman@gmail.com



1215 Falcon Dr. Lou, KY 40213



www.wesleyfairman.com

EDUCATION

MASTER OF FINE ARTS, WRITING

Murray State University

2009-2011

BACHELOR OF FINE ARTS

University of Louisville

2004-2009

SKILLS

- Copywriting and editing
- Pitching and presenting
- Collaborating and ideating
- Leading and mentoring
- Directing video and voice over
- Communicating and relationship building
- Creating holistic marketing campaigns