

Dane Bjorklund

Freelance copywriter and creative director exploring new nontraditional storytelling opportunities.

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Experience

Creative Lead > ACD @ B-Reel

March 2019 - January 2023, Los Angeles

- Concepted, pitched, and led teams in the creation of breakthrough new stories, products, and experiences
- Specialized in film production, digital content, and copywriting
- Identified and partnered with vendors to extend creative capabilities
- Communicated client expectations and translated creative vision to produce successful work for all parties involved

Senior Strategist @ The Atlantic

June 2016 - February 2019, New York

- Developed content concepts to support brand initiatives leveraging The Atlantic's sensibilities and audience
- Crafted proposals outlining opportunities and detailing The Atlantic
- Pitched ideas to clients along side sales team

Creative > ACD > CD @ BuzzFeed

August 2012 - May 2016, New York

- Ideated, pitched, and produced 360 campaigns across the web, social, and the real world
- Managed teams of writers, designers, and developers to create engaging first-to-market interactive experiences

Editor @ Scholastic

August 2010 - August 2012, New York

- Formulated new licensed book concepts through trend research, school visits, and focus groups
- Oversaw manufacturers, authors, illustrators, and designers for each project from conception through final delivery

Education

Connecticut College

BA 2010 Cum Laude, New London, CT

- Major: English, Creative Writing
- Minor: Studio Art

Skills

- Adobe Creative Suite
- Figma
- Google Workspace
- Apple iWork
- Filmmaking
- Presenting