

Bjarni Kristinsson

Bjarninyc@gmail.com

www.Bjarninyc.com

Writer/Creative Director

(917) 699-9933

- Current **Freelance Writer/Creative Director**
Johnson & Johnson/Kenvue: Aveeno skincare and suncare, Lubriderm, Johnson's Baby, Vivvi & Bloom
- 2018 – 2019 **OGILVY Group Copy Supervisor**
Novartis: XOLAIR Allergic Asthma/CIU, ZOETIS, GSK: Voltaren
- 2017 – 2018 **CityMD, New York, Freelance Writer/Creative Director**
In-house writer for Print, Radio, Brochures and Social Media
- 2016 –2017 **GREY New York, Associate Creative Director/Writer**
GE Healthcare, GSK Global: Otrivin nasal spray, Ocuville vitamins
- 2016 – 2016 **INVENTIV Healthcare, New York Freelance Writer**
PRADAXA, Atrovent Inhaler, Amgen Biosimilars
- 2013 - 2016 **FERRARA Company, ASSOC. CREATIVE DIRECTOR, Team Lead**
Roloids, Allegra, Arm & Hammer Oral Care and Detergents, Cortizone 10
- 2003 – 2012 **GREY NEW YORK, VP, ASSOCIATE CREATIVE DIRECTOR**
Health: Allergan and Pfizer: Advil, Botox Cosmetic, Juvederm, Latisse. Procter & Gamble: Pantene Worldwide, Sure, Febreze. Smucker's: Smucker's Jams, Jif peanut butter, Crisco olive oil
- 2001-2002 **ESTEE LAUDER, FREELANCE WRITER**
Origins, Aveda: Created print, collateral ads, On-line executions
- 1999-2001 **PACE ADVERTISING, New York ASSOC. CREATIVE DIRECTOR**
K.Hovnanian Residential properties, Douglas Elliman
- 1997-1998 **McCANN ERICKSON, New York VP, CREATIVE DIRECTOR**
L'Oreal Worldwide: Cosmetics, Hair Care and Color. Chesebrough-Ponds
- 1993-1997 **DELLA FEMINA/JEARY AND PARTNERS, New York VICE PRESIDENT, SENIOR COPYWRITER**
Neutrogena, Rio de Janeiro Visitor's Bureau, Chinet Paper Plates, Coty, USA: Men's and Women's Fragrances, Cosmetics Division
- ADDITIONAL EXPERIENCE**
REVLON NEW YORK
Created theming, naming and developed makeup & fragrance concepts

EDUCATION BA, Rutgers University, Mass Communications/English