



Jeremiah Follett

CD / Writer

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TL;DR: CD / Writer with years of experience creating multi-media, award-winning ad campaigns for big tech, luxury, automotive, travel, finance, and much more.



Experience

Me, Self, & I, San Francisco, CA

Aug 2025 - Present

CD / Writer

-Currently looking for or working on something challenging, fun, and meaningful.

Airbnb, San Francisco, CA

Jan 2025 - June 2025

Copy Lead - Contract

-Wrote headlines and copy that introduced the world to Airbnb Services and Airbnb Experiences, two products that are completely changing the company's trajectory.

-Proactively contributed ideas and copy for other projects across the brand.

Apple, Cupertino, CA & Los Angeles, CA

Feb 2022 - Dec 2024

ACD - Contract

-Created and lead work that helped Apple services become one of their biggest revenue generators.

-Wrote, pitched, and produced ad campaigns, films, experiences, social content, and emails promoting a variety of Apple services including Apple News, Apple Books, Apple One, Apple Maps, and Apple Pay.

-Helped lead Apple's creator marketing by overseeing work from and mentoring a team of writers and art directors.

-Contributed product names, concepts, and creative feedback to Apple Podcasts, Apple Music, and Apple Books.

Publicis, New York, NY

Jun 2021- February 2022

ACD / Copywriter

-Concepted, wrote, pitched, produced, and helped lead campaigns, films, experiences, print, social content, and more for Publicis New York's biggest client, Citibank.

Apple, Cupertino, CA

September 2014 - September 2020

Brand Senior Copywriter

-Wrote, pitched, and produced ad campaigns, films, product launches, apps, experiences, social content, and websites for a variety of Apple products and

programs including iPhone, iPad, Apple Watch, MacBook, iOS, MacOS, Logic Pro X, Apple Park, Environment, Privacy, and Apple at Work.

-Created a global campaign that changed the way Apple advertised its products for years to come.

-Helped curate the world's largest art gallery.

-Collaborated with artists, photographers, musicians, producers, designers, writers, editors, directors, inventors, engineers, and developers.

-Mentored creatives.

-Named new products and programs.

-Scribed jokes for Siri.

-Concepted and pitched original product ideas.

Advertising Agencies, USA

Mullen, Winston-Salem, NC

Fallon, Minneapolis, MN

RPA, Santa Monica, CA

TRG, Dallas, TX

200X – 2014

ACD / Copywriter

-Created work for Cadillac that not only won a few awards, but also gave the automaker its biggest sales boost in over three decades.

-Created a campaign that gave Acura a whole new brand identity and tone.

-Led creative teams through various pitches and projects.

-Wrote, pitched, and produced ad campaigns, films, apps, experiences, social content, websites, and more for a variety of clients including Cadillac, Acura, Charter Cable. Pep Boys, Asheville tourism, Hamburger Helper, Food Lion, Patron, Go RVing, Chick-fil-A, Heineken, Wawa, Bridgestone Tires, Kiwi Shoe Polish, The Other White Meat, Orkin, Methodist Health System, Reliant Energy, Home Depot, and more.

Recognition

2022 Webby Shortlist, 2019 Clios Shortlist, One Show, D&AD, 2013 Gold Effie, 2014 and 2013 CA Interactive Annual, 2013 Webby Runner-Up, Ads Of The World, CMYK #30 and #32, Dallas ADDY Awards, Show South ADDY Awards, FWA Site of The Day

Education

The Creative Circus, Atlanta, GA

University of Nebraska, Lincoln, NE

Bachelor of Journalism

Skills

Uncanny ability to accentuate the positive, eliminate the negative, and latch on to the affirmative.