

Roger Feeley-Lussier

Headline-worthy viral posts, award-winning campaign executions, and a nearly fanatical obsession with online trends.

Current Work

Freelance Creative Director / Writer

Since 2022

Mercenary-level copywriter & creative strategist specializing in ultra-niche, culturally-relevant social content & platform-native execution. Spearheaded decentralized creative teams on projects like:

- Uber Eats “Late” campaign
- Google Pixel/Nest reactive
- Virgin Voyages reveal campaign
- SkyZone social creative strategy
- Stride Health SEO blog strategy

Recent Work

PUMA North America – Copywriter (Contract)

07/23-07/24

Set a new benchmark for copywriters in the Creative Services department by completing over 100 briefs in a year while implementing more efficient processes. Generated global guidance copy for footwear and apparel initiatives in the Hoops & Run/Train verticals. Projects included:

- NBA All Star Game Fan Event
- International Women’s Day 2024 Campaign
- Product launch materials for NBA stars like LaMelo Ball

Relevant Work

Verizon – Associate Creative Director

06/19-04/22

Brought my social media expertise to many facets of the Fortune 50 telecommunications monolith, leading teams & working brief-to-shoot-to-execution on award-winning campaigns like:

- “Unfolding Timbaland” – generative AI project that remixed a track from the world-renowned producer, nearly a full year before ChatGPT was public
- 2020 Verizon Holiday – oversaw all messaging for brand-wide execution

360i – Social Copywriter

06/17-06/19

Rewrote the reactive social playbooks for iconic brands like OREO, United Airlines, Coca-Cola Freestyle & Fox Home Video with headline-winning viral posts & innovative platform hacks.

Story Worldwide – Senior Copywriter

09/16-06/17

Captained a team of four that planned, created & posted over 1,000 pieces of content for the record-setting 600-episode *Every Simpsons Ever* marathon on FXX.

Deutsch NY – Social Copywriter

01/15-09/16

One of the first social media-only hires at Deutsch NY. Tasked with writing thousands of posts for brands like Minwax & Green Giant. Lent my online expertise to new business pitches & agency events.

Contact Info:

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