

FREELANCE

FCB NY, VSA Partners NY, McCann NY, Elmwood, Klink & Subject Matter

STAFF

MRM//McCann, 140 Verizon & KBS, NYC

INTERNSHIPS

CP+B, Boulder & Translation, Chicago

EDUCATION

VCU Brandcenter
Masters of Science in Business
Branding / Copywriting

Bhavan's College of Communication & Management
Post Graduate Diploma in Mass Communication

Wesley College
Bachelor of Commerce

Magnet Theater
Sketch Writing Level One

RECOGNITION

Webbys
Richmond Show, Gold
Portfolio Featured on Modern Copywriter
One Club Scholarship Recipient
International Visitor Leadership Program Alumni

SAMSON MADELLA **COPYWRITER**

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ABOUT

I like ideas, problem solving, and making hits.
I love family, (bass) guitars, jazz, and street photography.
I take pleasure in the collection of information, and Nike sneakers.
I work best with a rollerball pen and a stack of 11x17 paper.
I care deeply about the work, and the people I work with.
I came to advertising after a long decade of playing in rock bands.
I think advertising is a lot like playing in rock bands.
I believe we can make hits together.