

**Mike Haftel**  
Senior Writer  
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## EXPERIENCE

### **Senior Freelance Copywriter**

05/13 – Present

AKQA, Ayzenberg, Nice & Company, Uber Eats, 215 McCann, Y&R, Swirl, Cutwater, Design Kitchen, MRY, Edelman, Ubisoft, Heat, Evolution Bureau, GSD&M, Doremus, Questus, Razorfish, Dojo

### **DDB SF**

Copywriter, 01/13 – 06/13

### **Doner**

Copywriter, 08/11 – 12/12

### **StrawberryFrog NYC**

Intern, 05/11 – 08/11

## SELECT BRANDS

Alan Wake, Remedy Entertainment, Xbox, Driscoll's Berries, Ubisoft, Tom Clancy's Rainbow Six: Siege, Call of Duty, HP, Uber Eats, Amazon, Microsoft, Bertolli, EA Sports, Chef Boyardee, Chrysler

## RECOGNITION

**Clio Awards:** Gold, 2022 – Alan Wake 2

**Golden Joystick:** Short List: Best Trailer of the Year, 2022 – Alan Wake 2

**Clio Awards:** Silver, 2018 – Xbox One X

**Webby Awards:** Honoree, 2018 – Xbox One X

**Ads of the World:** Feature, 2018 – Xbox One X

**Adweek:** Talent Gallery, 2014 – Bertolli

**Telly Awards:** Bronze, 2013 – Kelley Blue Book

**D Show:** Short List, 2012 – Chrysler

**Addy Awards:** Gold, 2012 – Tsukiji Fish Market

**Addy Awards:** Best in Show, 2011 – Off Bug Spray

**Addy Awards:** Gold, 2011 – Off Bug Spray

**Anno Design Annual:** 2010/2011 – This is My Love for You

**Anno Online:** Top 25 Creatives, 2010/2011

**Skidmore College:** Thoroughbred Leadership Award, 2007

## EDUCATION

### **The Creative Circus**

Advertising – Copywriting & Photography, 2011

### **Skidmore College**

B.S. Business & Management, 2007