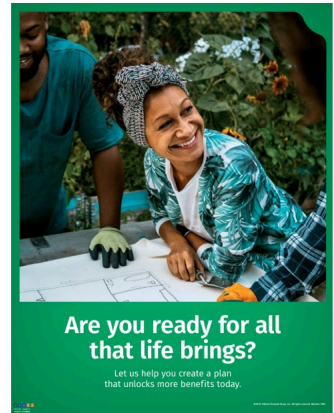
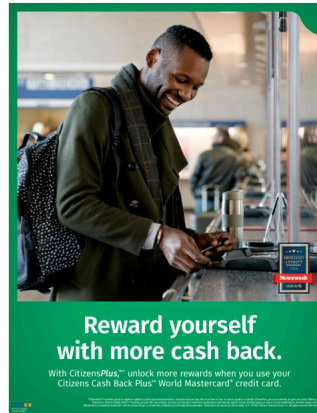
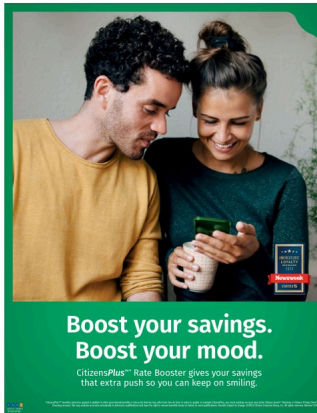
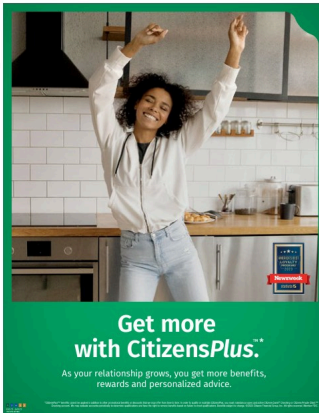


Citizens Bank campaigns

Citizens refreshes the messaging customers see in its branches and in-store locations every season, from the drive-up lane to the teller line. I wrote campaign headlines, offer copy, and on-screen messaging that turn product details into short, confident lines customers can take in at a glance. I also wrote the digital walk-through experience Citizens brought to the New York City Marathon, which won 3 ADDY Awards.



Brand campaign: "Be ready for all that life brings." Posters and customer tools for the CitizensPlus value proposition.



Credit card offer: "10% cash back on everything."



Checking offer: "We're rolling out the green carpet."



Student checking: "Be future ready." Drive-up banner.



Business banking: "Take your business to the next level."



Digital screens: animated in-branch spots.



NYC Marathon: digital walk-through • 3 ADDY Awards.

What I wrote

- **Brand campaigns** that set the tone for every branch
- **Product offers:** checking bonuses, credit card cash back, business banking
- **Every format:** posters, banners, sandwich boards, kiosks, teller tools, and digital screens
- **NYC Marathon experience:** copy for digital assets and an immersive walk-through display (3 ADDY Awards)

"Be ready for all that life brings."

"The freedom to explore."

"Your future to-do list."