

# Leigh Muzslay Browne

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Award-winning, strategic creative who's been storytelling before that was a buzzword

## EXPERIENCE

### Creative Director / Copywriter — GSD&M, Austin, TX

APRIL 2011 - PRESENT (CD since DECEMBER 2018; started as a Copywriter)

- Transformed Popeyes TV and brand voice in all media
- Won Avocados from Mexico pitch and produced three Super Bowl ads
- Concept and write integrated ad campaigns for new business pitches and clients like Capital One, Popeyes, Avocados From Mexico, Hilton Hotels & Resorts, Walgreens and PGA Tour
- Lead creative teams and collaborate across departments to juggle multiple projects with tight deadlines
- Create compelling content for multiple marketing channels, including television, radio, print, digital, social, interactive, out-of-home, experiential, email and events

### Lecturer — University of Texas, Austin, TX

AUGUST 2021 - PRESENT

- Teach Advertising Copywriting for Texas Creative

### Copywriter / Web Content Specialist — Key Curriculum Press, Emeryville, CA

JANUARY 2005 - AUGUST 2010

- Wrote/edited web content, print ads, marketing collateral, press releases, etc.
- Advised on social media strategy
- Managed digital product launches, redesigns and maintenance

### Journalist — Various Newspapers

JUNE 1999 - JANUARY 2005

- Wrote award-winning special projects and daily coverage at *The San Bernardino Sun*, *The Victorville Daily Press*, *The Wall Street Journal* and the *Houston Business Journal*
- Covered hospitals, education, transportation, youth, trend stories and the occasional crime scene

## EDUCATION

### MA in Advertising/Texas Creative — The University of Texas, Austin, TX

### BA in Journalism/Multicultural Studies — Webster University, St. Louis, MO

- Graduated Magna Cum Laude
- Studied abroad in London and Cha-am, Thailand

## AWARDS

### Popeyes "Chicken Wars"

2021 Grand Effie Award Winner /  
2020 Cannes Lions / The One Show /  
Communication Arts/ Clios /  
ADC Awards / AICP Next Awards /  
Creativity Awards / Webby Awards /  
Digiday Content Marketing Awards /  
Shorty Awards

### Popeyes "BYOB"

2020 Communication Arts /  
The One Show / Webby Awards

### Popeyes "Wingspan Box"

2020 The One Show / National Addys

### 2019 Adweek Creative 100

### Popeyes "12-Hour Drive-Thru"

2019 Cannes Lions / Clios / D&AD /  
The One Show / Art Directors Club

### Popeyes "Emotional Support Chicken"

2019 AICP Next / Art Directors Club

### Avocados from Mexico "Utopia"

2018 AICP

### Walgreens "Let's Grow Old Together"

2018 Webby Award / 2018  
Communication Arts

### Hilton Hotels & Resorts "Viewfinders"

2017 National Addys

### Avocados from Mexico

#### "Bounty of Earth"

2017 National Addys

### Avocados from Mexico

#### "First Draft Ever"

2016 National Addy / 2015  
Communication Arts / Cannes Lions /  
D&AD

### Walgreens

#### "At the Corner of Happy & Healthy"

2014 North American Effies