
Ethan Sims

Austin, Texas

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Summary

I am currently Copywriting at CALLEN in Austin, TX. I've worked with various brands to create activations, TV, OOH, and social/digital media campaigns. I've even helped launch our own NIL mustard brand, Bijan Mustardson.

Portfolio: www.ethanswork.com

Education

Fashion Institute of Technology

Advertising Design • New York, NY

05/2021

Experience

CALLEN

Copywriter • Austin, Texas

09/2021 - Present

Liquid Death, Pabst Blue Ribbon, Naked Wines, Vistaprint X Boston Celtics, Ranch Rider, Turbo Tax, Fruit Smash, Fat Tire, Bijan Mustardson, Autry sneakers, Nickelodeon, Buff City Soap, Salt & Straw Ice Cream, Instacart, Chobani, Skrewball Whisky

BBDO New York

Junior Copywriter • New York, NY

05/2021 - 07/2021

Dunkin Donuts, M&Ms

Awards

2023

- Austin Addy's Gold - "Fruit Smash Party Juice"
- Austin Addy's Silver - "Ranch Rider 12oz Hattery"
- Austin Addy's Silver - "Ranch Rider Margarita"

2021

- Young Ones Gold - "Spotify Grand Theft Audio"
- Young Ones ADC Silver - "Spotify Grand Theft Audio"

2020

- D&AD New Bloods Graphite - The Data Decoder
- Young Ones Bronze - "Ask Henry"
- Future Impact Award D&AD - SoluNet
- Future Impact 'Ones to Watch' - SoluNet (Product - Environment and Sustainability)
- Future Impact 'Ones to Watch' - SoluNet (Product - Humanitarian Aid)
- Clios Shortlist - (Burger King x Student Integrated Campaign)