



TEDDY COHN

Copywriter focused on human-centered storytelling across healthcare and iconic consumer brands.

Education

B.A. Public Relations & Advertising, DePaul University
Summa Cum Laude (3.9), 2019

Chicago Portfolio School, 2020

Work Experience

Copywriter
FCB Chicago (BBDO Chicago)
June, 2023 - Present

- Led creative development across AbbVie's migraine portfolio, spanning national TV, social-first video, and patient storytelling.
- Owned CRM copy for Harley-Davidson, delivering data-driven, brand-forward lifecycle messaging across high-volume email programs.

Junior Copywriter
Energy BBDO
May, 2021 - June, 2023

- Developed integrated copy across social, TV, radio, and OOH for national brands including Starbucks, Claritin, and Old Forester.
- Contributed high-volume conceptual work for brand activations and campaign development.

Copywriter Intern
Dealer Inspire
July, 2018 - January, 2019

- Wrote TV scripts for Toyota - Elmhurst.
- Developed brand voice guides that established tones for all future customer engagement, including a negative review response system for the fast-food chain, Beef Shack.



Portfolio

www.teddycohn.com

Skills

Copywriting, Concept Development,
Content Strategy, Brand Voice
Development, Regulated Healthcare
Writing, CRM & Lifecycle
Messaging, Storytelling, Editing

Contact

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