



New York, NY



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JAMES CATHCART

Senior Copywriter

Professional Summary

Senior Copywriter with 10+ years' experience shaping distinctive brand voices and narratives across digital, social, experiential, and print. Adept at creative ideation, cross-platform storytelling, and AI-driven content innovation. My greatest strength is a deep cultural fluency that drives bold, unconventional ideas, helping clients stand out from the crowd.

Core Competencies

- Brand voice development & messaging
- Concept ideation & campaign storytelling
- Cross-platform content (social, OOH, VR, video, web, print, experiential)
- Creative strategy & pitching
- AI content creation & prompt engineering
- Legal/regulatory compliance (beauty, wellness, lifestyle)

Tools & Platforms

- Adobe Creative Cloud
- Generative AI (ChatGPT, Gemini, Claude, Runway, Kling, Suno, ElevenLabs)
- Airtable, Social CMS publishing
- Google Workspace (Docs, Sheets, Slides)
- PowerPoint, Keynote

Professional Experience

Independent Creative / Founder

2025-Present

Self-employed - New York, NY / Remote

- Founded Plastic Scandal, a profitable boutique import business specializing in rare Japanese vinyl, sourcing inventory through multiple suppliers in Japan and managing international shipping, customs, and fulfillment.
- Built the customer-facing brand across social media, product photography, advertising, and email marketing, growing a mailing list to 500+ subscribers while managing customer service and day-to-day operations.
- Developing STUPIDWORLD, an independent travel-media project, concepting, scripting, shooting, editing, and publishing original digital content.

Senior Copywriter - Brand Studio

2021-2024

Sunshine Sachs Morgan & Lylis - New York, NY

- Spearheaded Canon's EOS VR System launch, concepting and writing immersive VR content and web copy that positioned Canon as a pioneer in consumer VR.
- Conceived Adobe's Sundance Film Festival partnership with IndieWire, producing on-site content featuring Brooke Shields, Joseph Gordon-Levitt, Adam Lambert, and others, plus nationally published print ads.
- Developed campaign concepts and copy for Cotopaxi's Del Día line, including influencer activations at Sundance and Governors Ball that amplified visibility among cultural tastemakers.
- Created the brand voice and social media identity for the Fifth Avenue Association, producing guidelines, content, and video that drove double-digit growth in followers and engagement.
- Wrote and produced content for nonprofits including Justice for Migrant Women, IllumiNative, 4-H, and March of Dimes.
- Led company-wide AI workshops for 250+ employees, training teams in prompt crafting, output refinement, and generative tool use.

Copywriter

2019-2021

CMM (Creative Media Marketing) - New York, NY

- Led copywriting for Schwarzkopf (got2b, SimplyColor, Keratin Color, color ULTIME), ALGENIST, Alba Botanica, and OPI, growing accounts by double- and triple-digit percentages.
- Shaped and refined distinct brand voices, from prestige skincare to Gen Z-focused styling, ensuring cultural authenticity.
- Scripted and co-produced got2b x DJ Pauly D livestreams, attracting tens of thousands of viewers and coverage in Allure, The Cut, and Us Weekly.

Content Consultant / Copywriter

2018-2019

Young Hero - New York, NY

- Wrote treatments and detailed pitch decks for digital content, original series, commercials, and branded films.
- Developed creative concepts and campaign activations that connected brands with youth and culture-driven audiences.
- Shaped brand and talent strategies and collaborated on high-stakes pitches, aligning creative direction with client objectives and helping win new business.

Creative Producer / Project Manager

2013-2019

Third Man Records - Nashville, TN / New York, NY

- Led creative development and production of original video content supporting major record releases for Jack White, helping define the brand's visual identity.
- Conceptualized and produced live events, film series, and concerts that reinforced TMR's reputation as a cultural innovator.
- Forged partnerships with artists, venues, and exhibitors to create branded assets and collaborations.
- Directed the design team on integrated 360° campaigns across print, digital, and experiential, and wrote press materials supporting major releases and events.