

## WORK EXPERIENCE

**COLLIER.SIMON**  
**Associate Creative Director, Copy**  
Los Angeles, CA  
Oct 2019–Present

Write and oversee the development of digital, social, video, and CRM campaigns for Jack in the Box, Experian, Dropbox, HelloSign, Cord Blood Registry, LogMeIn, and Avalara

Mentor and supervise multiple junior/mid-level copywriters and freelancers

**JAVELIN**  
**Senior Copywriter**  
Los Angeles, CA  
Mar 2018–Sep 2019

Write copy and develop integrated marketing campaigns for AT&T and DIRECTV, including email, direct mail, social, MMS, mobile advertising, and digital communications

**MMGY GLOBAL**  
**Senior Copywriter**  
Los Angeles, CA  
Jun 2017–Mar 2018

Developed print, digital, and social communications for clients such as Uber, Cunard Line, Princess Cruises, City of West Hollywood, Taiwan Tourist Bureau, British Virgin Islands, and Tourism Australia

**INTERBRAND**  
**Senior Consultant**  
**Verbal Identity**  
New York, NY  
Jan 2016–May 2017

Developed names, taglines, brand voice, and messaging platforms for various financial, IT, and hospitality clients, including Dollar Financial Group, Hewlett Packard Enterprise (HPE), InterContinental Hotels Group (IHG), Attune Insurance, Cognizant, Neustar, and Nu Skin

**MATTEL**  
**Senior Copywriter/Creative Lead**  
**Boys Branding**  
El Segundo, CA  
Aug 2004–Dec 2015

Worked within Mattel's in-house branding agency on a variety of entertainment and toy brands – Hot Wheels, Matchbox, World Wrestling Entertainment, Marvel, DC Universe, Star Wars, Max Steel, Monster High, Mega Bloks, Cartoon Network, Nickelodeon, etc.

Named products, wrote package copy, developed web content, composed print and digital ads, wrote voiceover scripts for TV spots, and contributed to social campaigns

**MINDSHARE CREATIVE**  
**Copywriter**  
Santa Ana, CA  
Mar 2004–Aug 2004

Served as sole copywriter for small healthcare advertising agency

Composed direct mail pieces, articles, and ads for clients such as CareCredit, California Cryobank, and the Westside Challenge to Beat Breast Cancer

## EDUCATION

Boston University College of Communication, May 2001  
Bachelor of Science in Communication, GPA: 3.5  
Major: Advertising

Graduated Cum Laude, Dean's List for 6 semesters,  
Golden Key National Honor Society Member

## COMPUTER SKILLS

Highly skilled on both PCs and Macs in Windows, Microsoft Word, Excel, PowerPoint, and Outlook

Basic knowledge of Adobe Photoshop and Illustrator

Great data-entry and word processing skills, 75+ wpm