



## About

I've spent the past decade writing campaigns, websites, and long-form copy for clients in entertainment, technology, food, automotive, non-profit, finance, and more.

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## Experience

### **Headspace** / Senior Copywriter

DECEMBER 2019 - PRESENT, LOS ANGELES, CA

Headspace is meditation made simple. I write marketing materials, websites/landing pages, lifecycle emails, and in-app content for core Headspace markets including enterprise, partnerships, and direct-to-consumer.

### **Muse Communications, Inc.** / Senior Copywriter

SEPTEMBER 2018 - PRESENT, LOS ANGELES, CA

I worked with art directors and oversaw graphic designers, directors, and junior copywriters to execute strategic, multicultural campaigns from conception through production.

Clients: Wells Fargo, Honda/Acura, CA Tobacco Control & Prevention

### **ELA Advertising** / Copywriter

APRIL 2016 - SEPTEMBER 2018, LOS ANGELES

I worked with art directors to develop holistic campaigns comprising broadcast, print, digital, social, and experiential elements. I also supported new business development and wrote pitch decks for potential clients.

Clients: Thermador, Easterseals, Western Digital

### **Experiences for Mankind** / Copywriter

JULY 2014 - FEBRUARY 2016, SAN DIEGO

I collaborated with designers to develop strategy, branding, and campaign concepts, and I wrote copy for web banners, websites, targeted emails, videos, and other marketing materials.

Clients: Sony Electronics, The Mirage Las Vegas, Astroglide

### **Amy Levy Public Relations** / Account Executive

JANUARY 2011 - APRIL 2014, LOS ANGELES

I coordinated and oversaw comprehensive PR campaigns comprising media outreach, social media, and events/stunts. I also wrote copy for digital, print, and broadcast media, as well as websites and brochures.

Clients: Stack Wines, Venice Bakery, LA Beerathon

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## Education

### **University of Southern California** / BA, Communication

AUGUST 2007 - MAY 2011, LOS ANGELES

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## Awards

2019 Los Angeles ADDY Awards (Bronze), 2019 Better Communications Competition (Silver), 2011 National Student Advertising Competition (2nd Place), 2008 Thomas Kilgore Honor Society Award