

Tara Thomson



tarakthomson.com

## WHY ME?

I'm a copywriter who loves putting pen to paper and ideas to walls. I will not be knocked down by the word "No," and I will keep trying until it is a "Yes." I will think creatively, strategically, and constantly.

## HOW I GOT HERE

### BOSTON UNIVERSITY

Master of Advertising, Creative  
2017 – 2018

### UNIVERSITY OF FLORIDA

Bachelor of Advertising  
2012 – 2016

## YOU CAN FIND ME

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## I CAN USE THESE

AP Style  
The Oxford Comma  
Microsoft Office Suite  
Google Suite  
Social Media  
My Sense of Humor

## SHOES I'VE FILLED

### AMP AGENCY - LOS ANGELES, CA

Senior Copywriter, Oct 2023 – PRESENT

Copywriter, JAN 2022 – SEPT 2023

Junior Copywriter, AUG 2020 – DEC 2021

- Concept and write copy for emails, landing pages, social posts, radio, video scripts, and more
  - Work with art directors and creative team to develop campaign-centric content
  - Present work in reviews and develop accordingly, based on subsequent feedback
- >> Clients: Max, Stop & Shop, Zillow, Fujitsu

### DISNEY'S YELLOW SHOES - GLENDALE, CA

Creative Copywriting Team, JUN 2019 - APR 2020

- Concepted and wrote social posts, video scripts, emails, and direct mail for Disney Parks & Resorts
  - Collaborated with art directors and designers to pitch and develop campaign-worthy content
  - Worked with creative directors and internal partners to implement relevant feedback
- >> Clients: The Disneyland Resort; AULANI, A Disney Resort & Spa; Adventures by Disney

### COMMCREATIVE - FRAMINGHAM, MA

Freelance/Junior Copywriter, FEB - JUN 2019

- Wrote copy for print, radio, TV, OOH, email, social, and more across a variety of projects
  - Concepted, developed, and pitched creative ideas
  - Presented work at both internal reviews and client presentations
- >> Clients: Flooring America, Hebrew SeniorLife, Gexa Energy, One Door