

I'm an extremely versatile and talented professional with more than two decades of writing, producing, and managing award-winning marketing and communication projects for top companies and multi-million dollar brands.

760-594-2188

tammyboonstra@att.net

tammyboonstra.carbonmade.com

Oceanside, CA

EXPERTISE

- Communications Specialist
- Senior Copywriter
- Multi-Media (Digital/Print) Content Development
- Social Media Marketing
- SEO & Brand Activation

AWARDS

2000 Telly Award
Chicken Chucker commercial
1996 Telly Award
The Reason Why video
1992 School Bell Award
GA Assoc of Education
1992 Media Award
GA Partners of Education
KY Intercollegiate Press Award

TAMMY BOONSTRA

COMMUNICATIONS / COPYWRITER

WORK EXPERIENCE

SeneGence International | Communications & Copywriter
2022 - Present

- Contracted as an in-house copywriter for an $800 million global beauty brand with 100's of products in 5 countries.
- Primary role involves DTC (consumer-focused) digital and printed communications including: emails, blogs, product fact sheets, website, PDPs, beauty books, and catalogs.
- Proven track record in SEO and content marketing + driving brand growth through team leadership and brand activation strategies.

Skinny Joe Co | Communications Manager & Copywriter
2021 - 2022

- Directed the communications and launch for a new skinny coffee weight loss brand.
- Senior copywriter and manager overseeing development of website, consumer landing pages, digital and printed promotional materials, autoresponders, email campaigns, videos and social media campaigns.

NewYou Inc | Communications Manager & Copywriter
2016 - 2021

- Part of Executive team to launch a new high-end line of premium wellness products.
- Oversaw the initial branding and all communication/marketing assets and event content needed for the launch.
- Worked with in-house creative director/graphic designers to execute communications plans for sales/marketing campaigns.
- Copywriter for brochures, catalogs, fact sheets, videos, social media, and press releases.

Freelance | Communications & Copywriter
2004 - 2016

- Managed high-impact marketing and communication projects and was the senior copywriter for dozens of clients and agencies.
- A few of my past freelance clients include: FREZZOR Nutritionals / BHIP Global / BodHD / Cal Nutrasciences / Channoine Cosmetics / BIOPRO Technology / 2 SIS Cosmetics / Parker White Ad Agency / Graham Webb / University of California Irvine / Childhelp

Dakota Group | Producer & Copywriter
1998 - 2004

Body Wise International | Communications & Copywriter
1992 - 1998

EDUCATION

UNIVERSITY OF LOUISVILLE
Bachelor of Arts (Major: Communications-Journalism)
Graduated Magna Cum Laude