

CHELSEA TUCKER COPYWRITER

WriteChelsea@gmail.com 415.377.6043
CopyChelsea.com

**From concepts to content, I bring together story and strategy in perfect harmony.
My versatile voice will make your brand sing in digital, traditional, and everywhere in between.**

CONTRACT EXPERIENCE

Hero Digital, Austin

Clients: TD Ameritrade, Zebra Technologies

Wrote content for B2B collateral including monthly digital digests and podcast scripts.

Wrote website pages and social posts to support Zebra Technologies' updated branding and **website refresh**.

Springbox, Austin

Client: Novant Health

Pitched and won Novant Health making Springbox the AOR. Subsequent **concepting and copywriting** on TV, digital, and OOH including eye-catching, 3-D billboards paying homage to the local North Carolina flavor.

Huge, Oakland

Client: Google

Creative lead on G Suite for Education digital quickstart guide. Developed **content strategy**, collaborated with **UX** on site map, and **wrote unique content** for entire site.

CBS Interactive, San Francisco

Clients: CBS Interactive and CBS Brands (CNET, RoadShow, GameSpot, etc.)

Sole **copywriter and creative lead** on Experiential Marketing team. Created collateral and swag for unique events like Cannes yacht parties. OOH included wrapping a NY subway car for the 2018 primaries. Created digital and print ads for various CBS brands.

Clock Four, San Francisco

Clients: Veritas Multi-Cloud Mgmt, US Bank

Senior copywriter and creative lead on Veritas global rebrand. Created brand guidelines, key messages, and design aesthetic. Wrote headlines, social posts, event collateral, scripts, and brand book. **Reorganized UX, audited, and wrote content** for Veritas.com.

AKQA, San Francisco

Clients: Apple, Levi's, Verizon, Visa

Copywriter and creative lead on Go90 by Verizon that launched with completely unbranded, curiosity-piquing content teasers. Wrote digital product pages for Apple.

Razorfish, San Francisco

Clients: Stanford Health Care, T-Mobile, Intel, Netflix

Lead copywriter and content strategist for Stanford Health Care rebrand, focusing on breakthrough treatments. **Audited and edited** case studies for readability. Created engaging **social strategy**. Created digital ads and product pages for Netflix, Intel, and T-Mobile. Regularly pitched bizarre ideas to Netflix.

Doremus, San Francisco

Clients: Corning Gorilla Glass, HP

Creative lead and senior copywriter launching HTC One with an interactive quest driven by social posts and episodic videos. **Social strategy** included social media calendar with platform-specific content for IG, Twitter, and FB.

PERMANENT POSITIONS

Senior CW at Publicis Modem, SF. 2008 - 2011

Copywriter at Swirl, SF. 2008

Copywriter at EVB, SF. 2006 - 2008

Copywriter at Hub Strategy, SF. 2005

ACCOLADES

Going Freelance*: The most significant award to date for balance, growth, and an in-depth audit of agency snacks.

**self-awarded*

Webby: LG Optimus 1000 Acts of Kindness

ADDY: Silver for LG Netbook, Bronze for Mercedes-Benz print, Bronze for Veltec Sports Catalog

ad:tech: Best of Show, People's Choice, Best Word of Mouth for Elf Yourself

Gold Summit Award: Mercedes-Benz print

EDUCATION

Academy of Art University, San Francisco

BFA, Copywriting for Advertising

DOINGS

I'm a slow-cooking, solo-traveling, prison-yoga-teaching, documentary-photo-shooting, DQ Blizzard aficionado.