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TOM SABIEL
COPYWRITER

SEPTEMBER 2015
MARCH 2017
NEW YORK, NY

CONTACT

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EXPERIENCE

COPYWRITER- TAYLOR

SCRIPTED CREATIVE AND SOCIAL CONTENT ACROSS MULTIPLE ACCOUNTS. PROJECTS OFTEN INVOLVED PROFESSIONAL ATHLETES, LEADING TO MUCH IMPROVED TRASH TALK.

BRANDS: CAPTAIN MORGAN, STEARNS & FOSTER, JORDAN, NIKE, TIDE, VAN HEUSEN, P&G, ALLSTATE, CAPITAL ONE, IZOD, SMIRNOFF

JUNE 2013
SEPTEMBER 2015
NEW YORK, NY

SENIOR ASSOCIATE, COMMUNITY COPYWRITER- GROUPM

CREATED SOCIAL CONTENT FOR JOSE CUERVO, INSTIGATING (RESPONSIBLE?) DRINKING, SAM'S CLUB, ASKING FANS TO BUY IN BULK, ALMAY, EVOKING CONFIDENCE IN WOMEN, & STRAYER, SELLING ONLINE EDUCATION AS THE KEY TO SUCCESS.

BRANDS: JOSE CUERVO, SAM'S CLUB, ALMAY, BAYER

JUNE 2012
AUGUST 2012
NEW YORK, NY

COPYWRITER INTERN- THE CONCEPT FARM

LEAD COPYWRITER ON UNFCU PRINT & DIGITAL CAMPAIGNS, SOLIDIFYING MY AFFINITY FOR FINANCIAL SERVICES. WROTE RADIO SPOT & SOCIAL MEDIA SWEEPS FOR C21.

BRANDS: CENTURY 21 DEPARTMENT STORE, UNFCU, ESPNW, UNIVISION DEPORTES, JAMES PATTERSON, AND BEERS OF MEXICO.

MARCH 2011
DECEMBER 2011
NEW YORK, NY

JUNIOR COPYWRITER- DC3 CREATES

LEAD COPYWRITER ON SCHOOLIT. WROTE A LORD & TAYLOR VIDEO BROADCAST ON TAXITV. YOU PROBABLY SAW IT ON MUTE.

BRANDS: LORD & TAYLOR, SCHOOLIT AND LIPSG

SKILLS

- CREATIVE WRITING
- SOCIAL MEDIA
- SEO
- ADOBE CREATIVE SUITE
- MICROSOFT OFFICE
- BRAND DEVELOPMENT

EDUCATION

JUNE 2010
EUGENE, OR

UNIVERSITY OF OREGON

BS JOURNALISM - ADVERTISING

INTERESTS

BASKETBALL. FOOTBALL. TRAVEL. CRAFT BEER. MIMICKING "CHOPPED" FROM THE KITCHEN SUCCESSFULLY POORLY.