

SUMMARY

Tia is a strategic creative with a knack for finding the right words. She communicates and ideates to deliver impactful work for brands and consumers alike. She has a proven track record for cross-team collaboration, brand development (focusing on verbal identity), strategic messaging solutions, and integrated campaign concepts that exceed expectations.

WORK EXPERIENCE

INDEPENDENT

CREATIVE DIRECTOR, WRITER / 2017 - Present

- **MRM** / Sharpened the messaging strategy and led copywriting efforts for Cigna Healthcare's first direct response campaign (email and print) for Medicare Supplement Insurance.
- **PAUME** / Led development of verbal identity and copy guidelines for a woman-owned hand care brand. The creative approach resulted in 14.7K followers on Instagram.
- **JUST WATER** / Helped an eco-friendly bottled water brand expand its presence by sharpening its message across assets for e-commerce, events, packaging, and retail marketing.

NEWFANGLED STUDIOS

ASSOCIATE CREATIVE DIRECTOR / June 2022 - May 2023

- Led messaging approach across video and paid social assets to hook consumers and increase their brand engagement.
- Developed scripts and provided VO direction to bring video campaigns to life.
- Spearheaded messaging approach, wrote scripts for video content, co-led user interviews, and developed case studies for a series of playbooks spanning social media platforms.
- Clients included Bank of America, Staples, and Google.

HS AD NORTH AMERICA, IN-HOUSE AGENCY FOR LG ELECTRONICS

ASSOCIATE CREATIVE DIRECTOR / November 2021 - June 2022

- Led the creative efforts to collaborate on a cross-functional team, resulting in effective integrated campaigns for NCAA March Madness and the LG Partner Store.
- Managed and mentored a team of 4 creatives and developers to deliver creative excellence across email, banner ads, and paid social.

SPACE150

ASSOCIATE CREATIVE DIRECTOR / November 2018 - November 2021

- Developed parade float concept and messaging strategy for a multi-day WorldPride experience, which led to 244K impressions and 18.7K engagements on social channels.
- Led creative approach and integrated messaging strategy for the re-launch of a referral program, which resulted in a 39% increase in YoY referrals, 335K new accounts acquired, and \$4B in billed business.
- Managed a team of 7 creatives while spearheading messaging strategy and verbal identity guidelines for a variety of brands.
- Clients included American Express, Hyatt, 3M, Faribault Foods, Subscribed, Diligent, and Inspire.

SENIOR COPYWRITER / July 2017 - November 2018

- Developed creative concepts and wrote copy to drive impressions and engagement across digital channels for a variety of brands.
- Spearheaded the creation of a bespoke direct mail piece for a business rebate program.
- Led verbal identity development for the re-launch of a wellness brand.
- Clients included American Express, Kona Brewing, and Premama Wellness.

EDUCATION

MASTER OF FINE ARTS  
IN CREATIVE WRITING

The New School

BACHELOR OF ARTS IN  
FICTION WRITING

Columbia College Chicago

COMMUNITY

MENTOR

She Runs It

2020 - Present

MEMBER, LEADERSHIP  
DEVELOPMENT COMMITTEE

She Runs It

2020 - 2021

MEMBER, DEI COMMITTEE

space150

2018 - 2021

SKILLS

- Creative Direction
- Copywriting
- Copy Editing
- Messaging Strategy
- Brand Development
- Integrated Campaign Development
- Digital Marketing
- Social Media
- SEO
- UX Writing
- VO Direction
- Brand Naming
- Cross-Team Collaboration
- Client Presentations