

Amanda Carlson

Senior Copywriter | ACD | amandathecopyswriter.com | amanda.s.carlson@gmail.com

Quick notes

10 years agency experience

Big idea generator

Concept. Craft. Execute. Repeat.

Experienced project and team lead

Seriously enjoys distilling insights into ideas

Specialties: strategic creative, campaign voice, and brand integrity

Interest in all things digital

Succinct copy allows for client logos to be made bigger upon request

Curiosity, humor, and passion included with purchase

Education

School of Visual Concepts, Seattle
Portfolio Development, 2009–2011

University of Washington, Seattle
B.A., Business, marketing core, 2001

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Chronology

2018–Current, ACD/Sr. Writer

Javelin Agency, Seattle

Help lead creative initiatives for AT&T loyalty program, as well as mobility and AT&T TV.

2015–2018, Senior Copywriter

SapientRazorfish, Seattle

Launched digital experiences for Google, T-Mobile, Xbox, Intel, and Visa

2012–2015, Senior Copywriter

Wunderman (formerly VML), Seattle

Crafted multi-channel CRM campaigns for T-Mobile

2011–2012, Copywriter

Square Tomato Advertising, Seattle

Created smart, compelling copy for a variety of voices
Corbis/Veer, The Shops at The Bravern, Mrs. Cook's, David
Lawrence, Healthy Paws, Terra Dynamics

2006–2010, Senior Account Executive

Publicis Consultants I PR, Seattle

Managed campaign creative and messaging development for
Nestlé, Mighty Dog, Nespresso, and Washington's Lottery

2004–2006, Marketing & Brand Strategy Assistant

USA Network (NBC/Universal), New York

Wrote a little, learned a lot supporting development and launch
of network rebrand

2001–2004, Field Marketing Assistant

Terry Hines & Associates, Seattle

Executed local promotions and film screenings for Disney,
Warner Bros., Dreamworks, and Paramount