

# Alexis Justman

Los Angeles, California

Sr. Copywriter / ACD

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## Summary

Let me tell you a story.

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## Experience

Copywriter at CreateTribe

April 2018 - Present (11 months)

Building conscious-commerce brands from scratch.

Sole copywriter and brand storyteller for a roster of brands in the lifestyle, apparel, and beauty realm. Responsible for developing voice and tone across all platforms of messaging, producing and strategizing content, collaborating with design team for brand initiatives, promotions, and campaigns, and building insight-focused manifestos, decks, and B2B and B2C collateral.

Senior Copywriter at EVERYTHING BUT THE HOUSE (EBTH)

October 2016 - March 2018 (1 year 6 months)

Disrupting, rebranding, and innovating the way we shop, sell, and tell stories about estate sales.

Responsible for any and all brand communications such as website and email copy, addressing strategic business objectives of the marketing team, working with sales and business development teams to strategize, conceive, and implement materials for B2B & B2C initiative, creating ad concepts and copy for marketing campaigns, interviewing EBTH sellers and writing compelling narratives around their collections, and conducting research on design movements, historical periods, architectural styles, and important moments in design history.

Content Strategist at Disney Interactive

May 2016 - August 2016 (4 months)

Strategized and produced content for Oh My Disney blog, including list pieces, editorial articles, video, and more.

Copywriter / ACD at Oskoui+Oskoui, Inc.

January 2015 - January 2016 (1 year 1 month)

A secret weapon in this agency's epic effort to make the world a more interactive place.

Led re-branding initiative and positioning overhaul for the agency, created pitch decks for B2B/ SaaS and B2C clients, was the senior copywriter and creative director on branding projects, product development, video production, print collateral, and installations.

#### **72U Writer / Producer at 72andSunny**

**June 2014 - October 2014 (5 months)**

A safe place to get weird and get messy when it comes to brand storytelling, producing, and experiential strategy, media, and mayhem.

Writer and maker on a collaborative and diverse team of thinkers creating innovative communication, social, and cultural solutions.

I made an interactive music video, sewed a quilt, created installations, experiential campaigns, product packaging, and a block sculpture of Gene Simmons' face.

#### **Staff Writer at Indie Rock Reviews IRR**

**September 2011 - June 2014 (2 years 10 months)**

Assignment based scathing and raving for independent music and their followings.

#### **Copywriter at Forever 21**

**November 2013 - 2014 (1 year)**

Wrote product descriptions for major fashion retail e-commerce catalog, contributed web copy and promotional content such as email marketing blasts, subject lines, meta data, and editorial projects.

#### **LA Office Manager and Accounts Coordinator at Phosworks Digital Industries**

**June 2012 - December 2013 (1 year 7 months)**

Responsible for the organization and coordination of office and production operations, designing and implementing filing systems, controlling correspondence, accounts receivable, administrative procedures and allocating resources to facilitate company effectiveness and efficiency.

#### **Writer / Director of Content at Phosworks Digital Ideas**

**May 2012 - October 2013 (1 year 6 months)**

Responsible for maintaining ethos and final product by writing, editing and treating scripts, pitch proposals, contracts and copy for Phosworks AB and clientele.

Produced web content for international site and spearheaded the company blog and while serving as chief contributor and director.

Practiced extreme attention to detail and consistent command of the English language for Swedish creative agency and Scandinavian or American clients.

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## Education

Ojai School of Canine Massage

Certificate of Completion, Small Animal Massage, 2016 - 2016

UC Irvine

Bachelor's degree, 2005 - 2009

The Book Shop

Copywriting, 2013

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## Linked Recruiter

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### Profile Notes and Activity (3)

1/22/2019—View by Melinda Geniza, MBA

1/24/2019—View by Melinda Geniza, MBA

1/24/2019—InMail sent by Melinda Geniza, MBA ({1})