

Tucker Jackson

Jr. Copywriter and Social Creative

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EXPERIENCE

ADVERTISING

&co./NoA, Copenhagen, DK – *Junior Creative (Placement)*

JAN - APR 2023

- Concepted, pitched, and developed numerous campaign and activation directions for internationally recognized brands.
- Crafted compelling copy for brands like KAYAK, Arla, Pandora, WWF, and EU Parliament.
- Ensured precision for international audiences by editing English copy and providing voiceovers.

MullenLowe, Boston, MA – *Junior Social Creative (Placement)*

OCT - JAN 2022

- Crafted tailored, product-driven social campaigns and content for KFC's social channels, attracting hundreds of thousands of user interactions. (Memes about Chicken)
- Partnered with Creative Directors on proactive briefs to pursue new business and land new clients.

Media.Monks, Amsterdam, NL – *Junior Films Creative (Placement)*

JULY - OCT 2022

- Managed a team of creatives to co-conceive and co-direct the short documentary film *From Permanent to Eternal*, exhibited at The Moco Museum Amsterdam through Summer 2023.
- Scripted interview questions for Siemens' global employer branding campaign *Create a Better Tomorrow With Us*, which led to Siemens being named most attractive employer in Germany 2023.
- Developed creative concepts, drafted film treatments, PPM, and wrote ghost scripts for film and social media assets for brands like Toyota, Sony, Meta and Adidas.

JOURNALISM

DBLTAP.com, New York, NY – *Staff Writer (Part Time)*

JUNE - SEPT 2022

- Hooked readers with 3-5 daily compelling SEO/news articles covering current trends in gaming and esports to generate thousands of clicks and reads.
- Investigated emerging Influencers in the gaming industry and their impact on marketing trends.

INSIDE SALES

Bowen Capital, Columbia, SC – *Assistant Acquisitions Manager*

JUNE 2019 - AUG 2020

- Crafted sales pitches, appraised property, and negotiated price to closing. (36 Deals closed).
- Created content for social channels and wrote web copy to attract new clients and partners.

Total Quality Logistics, Nashville, TN – *Account Executive*

APRIL 2017 - FEB 2019

- Acquired customers through cold calling (200-500 calls/week) to build a book of business that generated over \$350,000 in Brokerage Revenue in its first 12 months.
- Contracted carriers and managed international truckload shipments from pickup to delivery.

EDUCATION

Miami Ad School, Madrid, Spain – *Portfolio Program, Copywriting* (2021-2023)

The University of the South, Sewanee, TN – *B.A. English Literature* (2012-2016)

ACHIEVEMENTS

2023 Wood Pencil, D&AD New Blood – *The Thumbest Campaign of All Time (Candy Crush)*

2023 Portfolio Winner, CREAM/TTB Emerging Talent Exhibition

2023 Film Exhibit, Moco Museum Amsterdam – *From Permanent to Eternal*

2022 Shortlist, One Show/Young Ones – *Celebrating Laziness (DoorDash)*