

TALIA

COPYWRITER & CREATIVE

taliabootz.com
bootztalia@gmail.com

BOOTZ

Work

CREATIVE MANAGER + WRITER

Google

2019 - Pres | Austin, TX; Remote, OR

Web, social, digital ads, TV/streaming spots, national campaigns, copy, art direction, creative concepts, casting, nonprofit partnerships, product launches, city launches, lunches. Lunches? Lunches.

COPYWRITER & EDITOR

Whole Foods Market

2018-2019 | Austin, TX

Led rebrand of 365 product line, managed freelancers, editorial, chef and supplier interviews and writeups, social photography, social content, national campaigns, in-store signage, learned what brazil nuts are.

COPYWRITER

Starbucks

2017 - 2018 | Seattle, WA

Named a coffee (still a career highlight), in-store signage, international campaigns, national campaigns, launched blonde espresso, packaging copy, nonprofit campaign creation that greatly exceeded fundraising goals.

FREELANCE WRITER

Thread Creative

Portland, OR

Content editorial for my clients, including Adidas, Burton, and Reebok; developed brand tone and voice, product copy, b2b and b2c.

FREELANCE WRITER

Hilltop Grocery [agency]

remote, CA

Wrote about wine for Harken Wines, web, social, campaign creative, conceptual, tone and voice definition.

Foreward

NICE TO MEET YA

A few imperative details:

I will always beat you in Mario Kart. Always.

I've never met a bar of milk chocolate I didn't like.

I've never met a bar of milk chocolate that didn't like me.

Skills

● ● ● ● ●	Content strategy
● ● ● ● ●	Writing
● ● ● ● ●	Editing
● ● ● ● ○	Art direction
● ● ● ● ○	Figma
● ● ● ● ○	Adobe InDesign
● ● ● ○ ○	Adobe Premiere
● ● ● ● ●	Presenting
● ● ● ● ○	Interviewing
● ● ● ● ●	Can build you a new computer

Education

BA, ADVERTISING

University of Oregon

School of Journalism & Communication

W.L. Thompson Award for Outstanding Achievement in Advertising Copywriting

[awarded top copywriter of graduating class by faculty]