TALIA BOOTZ

WRITER

taliabootz.com

bootztalia@gmail.com

Work

HEAD OF WRITING

Google

2019 – Pres | Austin, TX; Remote, OR

Mostly Google Fiber. Web, social, digital ads, UX, 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, app UX, 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, Game Box, and Line 39; web, social, campaign creative, conceptual, tone and voice.

Foreward

NICE TO MEET YA

A few important notes:

Do not expect to beat me in Mario Kart.

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*
● ● ● ● ● ● *UX writing*
● ● ● ● ● ● *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]