

Tatiana Abrego

Copywriter

Los Angeles, CA

323-994-9100

tatiana.m.abrego@gmail.com

SKILLS

- Bilingual (English/Spanish)
- Creative
- Data-Driven
- Punctual
- Organized
- Works well in fast-paced environment
- Proficient in Google Workspace and Microsoft Office
- Ability to function independently and in team environment

AWARDS

One Show Young Ones Awards |
Merit Winner 2021

Addy Awards |
Silver Local 2023

PORTFOLIO

<https://www.tatianaabrego.com>

EDUCATION

The Book Shop School for Ads – *Copywriting*
University of California, Riverside – *B.A. in Creative Writing*

RELATED EXPERIENCE

Casanova//McCann – Costa Mesa, CA

Copywriter 03/25-Present- Accounts: Nescafé / Coffee mate / DiGiorno / NIDO / Chick-fil-A / NY Lottery / Prudential

- Develop culturally relevant advertising that connects with Hispanic audiences across the U.S. and Latin America.
- Write scripts and copy for social, OLV, TV, and radio.
- Guide influencers through paid partnerships, from concept to final deliverables.
- Lead voice recording sessions for radio spots.
- Concept big campaigns and develop creative for RFPs and new business.

VML (merged with Garage Team Mazda in July 2023) – Costa Mesa, CA
Associate Copywriter 03/22-03/25- Accounts: Mazda / ADT / Espolón

- Conceived and executed original advertising concepts and copy across direct mail, broadcast, digital/social, print, and non-traditional campaigns.
- Saw creative through to completion under the direction of ACDs and CDs, ensuring accuracy and meeting deadlines.
- Contributed to new business initiatives and RFPs.

FabFitFun – Los Angeles, CA

Freelance Jr. Copywriter 07/21-04-26

- Wrote copy and messaging across website and social media platforms
- Wrote informative and engaging product descriptions
- Crafted messaging guidelines and naming frameworks for brand voice and content
- Pitched ad ideas in ideation meetings

TEACHING EXPERIENCE

LAUSD / Scoot Education – Los Angeles, CA

Special Education Teacher & Long-Term Substitute Teacher
08/15 – 03/22

- Taught the Common Core curriculum to students in grades K-12 with various disabilities
- Created lesson plans and adapted general education work to meet each student's needs.
- Led parent conferences and IEP meetings