

Erna L Adelson

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ASK ME ABOUT

Going to Burning Man with my parents. Making a film with four people. Why ideas are like horses.

EDUCATION

Westside Comedy Theater
Sketch Comedy

Book Shop: LA School for Ads
Copywriting, 2014-2015

University of California
at Santa Barbara
BA Sociology, 2008

University of Iowa Young Writer's
Workshop, Iowa City, IA
Creative Writing, 2003

**Good stories
happen to
those who
can tell them**

EXPERIENCE

1/15 – Present:

COPYWRITER | SPARK44

Conceptual copywriter. Create integrated media campaigns for two iconic British brands. Work across global offices on projects and product launches. Grew my role from print and digital assignments to full-fledged broadcast writer.

Clients: Jaguar, Land Rover

9/13 – 11/14:

COPYWRITER / CONTENT STRATEGIST | PHELPS

Built agency social media and content capabilities while taking on as many writing opportunities as I could: ads, emails, billboards, video concepts, tweets, you name it. Was on the team that pitched and won the Hong Kong Tourism Board business.

Clients: Dunn-Edwards Paints, Tahiti Tourism, Los Angeles International Airport, Santa Monica Place

9/11- 9/13:

COPYWRITER / CONTENT STRATEGIST | POSSIBLE

Created digital, social and experiential campaigns for Mitsubishi Motors. Grew social footprint and engagement by over 200%. Was then tapped to write social media strategy and copy for Revlon.

Clients: Mitsubishi Motors, Southern California Edison, Revlon, Business Development

8/10- 9/11:

WRITER / PRODUCER | ORION CREATIVE GROUP

Was founding member of a boutique Drupal shop where I did a little bit of everything, but mostly copy, content, and some exciting but non-successful new business pitches.

Clients: Zobmondo Entertainment, San Diego Rotary, Adobe Pet Hospital

9/09 – 8/10:

SOCIAL MEDIA COORDINATOR | GEARY INTERACTIVE

Was hired after pitching myself as a social media copywriter via Twitter. Wrote social media copy and content strategy for CPG and cosmetics clients; planned and executed social media campaigns.

Clients: Bumblebee Foods, L'Bel Paris, WD-40