



# Scott Anderson

## WRITER & AD COPYWRITER.

Positively into creativity! Versatile copywriter and product storyteller skilled in delivering campaigns for national product launches and brand/marketing initiatives for clients in automotive, fintech, utilities, sports/entertainment, travel/leisure, food and beverage. Recognized for bringing intellectual and creative curiosity to projects, approaching work with a can-do spirit, and being a cheerful collaborator.

## EDUCATION

Bachelor of Science, English Education,  
The Ohio State University, 2005

## OTHER KNOWLEDGE

Extension Program, Copywriting The Book  
Shop: School for Ads, 2010

Extension Program, Writing for Children  
and Teenagers, Institute of Children's  
Literature, 2012

Extension Program, Digital/Multimedia  
Design, UCLA Extension, 2015

## LANGUAGES

- English
- Proficiency: Native

## CONTACT

**Email:** andersonscott257@gmail.com

### **LinkedIn:**

[linkedin.com/in/scottbryananderson](https://www.linkedin.com/in/scottbryananderson)

**Website:** [scottanderson.work/](http://scottanderson.work/)  
(Portfolio)

## EXPERIENCE

### **Copywriter**

RPA Santa Monica, Sep 2021 - present

- Collaborate with a broad range of multidisciplinary team members to dig deeper into what resonates with intended audiences on projects to help create messages that stick
- Wrote a full-page print ad touting Honda's partnership with the NHL that was so well received, it saved our client money since they decided to run it again the following year
- Co-created successful EV campaign for Southern California Edison.
- Selected to RPA Up, our comprehensive training and development program for emerging advertising leaders.
- Actively involved in company ERGs and other internal projects

### **Copywriter**

Super Good Vibes, Sep 2020 - Sep 2021

- Lead creative effort on multiple accounts for this start-up agency.
- Creative director, strategist, researcher, account manager, digital producer, talent recruiter, new hire trainer.
- Identify process gaps and implement tech solutions to make company-wide improvement.

### **Copywriter / Course Writer / Instructional Designer**

Self-Employed, July 2015 - Sep 2020

- Provide holistic thinking to help define clients' learning objectives
- Created engaging interactive elements, like a Champagne course for Virgin Voyages that injects its rebel-luxury tone throughout
- Write creative proposals for strategic engagement companies responding to RFPs

### **e-Producer/ Writer**

Maritz, July 2015 - Sep 2020

- Lead production teams of graphic designers, animators, and Web developers in the development and delivery of sales/product training programs
- Perform pre-launch product inspections to gather key impact stories that elevate our projects
- Streamline our creative review process
- Collaborate with ad agencies to deliver consistent marketing messages
- Recruit and hire freelance staff
- Recognize team members for exceptional work