



# ALEXIS JOHNSON

## COPYWRITER

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### CONTACT

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🌐 [www.creativebyalexis.com](http://www.creativebyalexis.com)

### PROFILE

Mid-level copywriter, proficient in creating dynamic 360 ad campaigns including TV, radio, social and digital, ooh, print, and experiential. Adept at writing across a variety of styles and tones. Vibing with my peers and being part of a team that makes mind-blowing creative work is what gives me life.

### LANGUAGES

English - Native  
Millennial - Native  
Gen Z - Fluent

### AWARDS

Bronze Addy: Social Campaign for National Horchata Day  
Third Place RPA Colburn  
Yoshida Award: National Horchata Day  
Professional TikTok Scroller of the Year

### WORK EXPERIENCE

**RPA: March 2021 - Present**

Copywriter

- Clients: Honda, Spectrum Business, ampm, Pocky, ARCO NW, and new business
- Simultaneously co-created and produced 360 brand campaigns for two separate accounts.
- In just two months from brief to delivery, created and produced TV mini campaign that included DRTV.
- Consistently created top-performing social content across all accounts.
- Successfully launched TikTok initiative with multiple clients, changing the way they approach social content.

**AT&T In-House: July 2016 - September 2020**

Acting Associate PM (EA to the ECD)

**DIRECTV: April 2015 - July 2016**

Procurement Analyst I

**New Horizons CLC: September 2012 - April 2015**

Operations Supervisor

### EDUCATION

**Bookshop School for Ads**

Copywriter  
2020- 2021

**California State University, Fullerton**

BA in Radio-TV-Film  
2004-2008