

ALISON GIPS

Copywriter. Social Strategist. Pun Enthusiast.

EXPERIENCE

SENIOR COPYWRITER, Media Arts Lab

Remote (Contract) | January 2022 - Present

Client: - Apple Fitness+, Apple TV+, Apple Pay, Apple Maps

- Craft strategic taglines, brand narratives, and key messaging for integrated campaigns; organic and paid social, display, web, audio spots, TVC scripts, OOH.
- Build out voice and tone style guides to ensure consistent language across multiple touch-points.
- Creative ideation; work with Senior Art Director to distill campaign briefs from Strategy team and develop content series and social/digital activations.
- Conceptualize and script videos, attend shoots and V/O sessions, and act as a resource to editors in post-production and delivery.
- Develop storyboards in collaboration with Senior Art Director and brief animators on bespoke content production.
- Interface with Strategy, Production, and Account teams to ensure content meets client objectives and deadlines.

FREELANCE COPYWRITER, Self-Employed

New York, NY | February 2021 - January 2022

SOCIAL MEDIA MANAGER, Glow Social & Digital Agency

New York, NY | December 2018 - February 2021

- Liaised with clients to ensure we were optimized to meet business objectives, including Apple TV, HBO, Showtime, Hulu, Spotify Music, YouTube, Facebook, I Can't Believe It's Not Butter!, I Love NY, Westminster Kennel Club.
- Established full 360 campaign strategies + tactics with an emphasis on voice & tone development and implementation.
- Crafted strategic social copy, taglines, concept write-ups, and more across 10+ accounts.
- Supported Creative team with scripting videos for snackable, custom social content series.
- Managed editorial calendars & published content across owned social media channels.
- Editor-in-Chief of weekly industry newsletter; plan topics, oversee staff of writers, provided copy feedback -- increased newsletter opens by 21.4%.
- Fostered online communities and performed daily community management; identified trends/culturally relevant moments to engage and elevate on social.
- Led weekly client calls and provided on-the-spot strategic recommendations.
- Worked with Account team to ensure projects stayed organized and met delivery schedule.
- Participated in live event coverage, including on-site content capture, community management, and real-time Instagram Story creation.

ASSOCIATE SOCIAL MEDIA MANAGER, Glow Social & Digital Agency

ASSOCIATE SOCIAL PRODUCER, Glow Social & Digital Agency

SOCIAL MEDIA INTERN, Glow Social & Digital Agency

EDUCATION

Bachelor of Arts, James Madison University | May 2018

Majors: Communication Studies; Public Relations & Media Arts & Design; Interactive Design

CONTACT

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SKILLS

SOCIAL MEDIA

Instagram, TikTok, Threads, X, Facebook, Pinterest, LinkedIn, Snapchat, YouTube, BeReal, Reddit, Sprout Social, ListenFirst, Tweetdeck, Hootsuite, Buffer, Google Analytics

SOFTWARE

Adobe: Photoshop, Illustrator, InDesign, Premiere Pro; Trello, Asana, Microsoft Office, Google Suite

WEB

Mailchimp; WordPress; HTML & CSS; Wix; Bootstrap

ETC.

Social Copywriting
Screenwriting
Voice & Tone Development
Social Media Strategy
Community Management
Client Communication
Copy Editing
Public Speaking
Project Management
Trendspotting
Time Management
Creative Concepting
Amazing Alliteration
Comedic Relief