

# ALISON GIPS

Copywriter. Social Strategist. Pun Enthusiast.

## EXPERIENCE

### **COPYWRITER, TBWA\Media Arts Lab**

*Los Angeles (Remote, Freelance) | January 2022 - Present*

- Lead the creation of world-class brand creative concepts, messaging strategy, messaging hierarchy, and key language across Apple TV, Apple Pay, Apple Fitness+, and Apple Maps.
- Develop and execute taglines, headlines, and brand narratives for integrated campaigns across organic/paid social, display, web, and OOH that resonates with target audiences.
- Collaborate closely with art directors, strategists, and cross-functional teams to translate campaign objectives into engaging and effective content series and social/digital activations.
- Participate in brainstorming sessions, providing creative input and collaborating with the team to find solutions to shape innovative marketing concepts.
- Played a pivotal role in the successful re-brand of Apple Fitness, crafting clear voice and tone guidelines to ensure consistent brand identity across multiple touch-points.
- Supported the successful launch of @appletv, helping to grow the handle from 0 to 3.6M followers.
- Conceptualize and script videos, attend shoots and V/O sessions, and act as a resource to editors in post-production and delivery.

### **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.
- Acted as a key stakeholder in developing content strategy and voice and tone guidelines for series such as Pen15, Ted Lasso, Moonbase 8, Industry, City on a Hill, and more.
- Crafted strategic social copy, taglines, concept write-ups, and more across 10+ accounts.
- Supported Creative team in scripting videos for snackable, custom social content series.
- Managed editorial calendars & published content across owned social media channels.
- As Editor-in-Chief of weekly industry newsletter — oversaw staff of 5+ writers, planned topics, and provided copy feedback, resulting in 21.4% increase in newsletter opens.
- 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 and creative solutions.
- 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, Google Analytics

### **SOFTWARE**

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

### **WEB**

Mailchimp; WordPress; HTML & CSS; Wix; Bootstrap

### **ETC.**

Copywriting  
360 Activations  
Print and OOH  
Branding  
Voice & Tone Development  
Screenwriting  
Social Media Strategy  
Community Management  
Client Communication  
Copy Editing  
Public Speaking  
Project Management  
Trendspotting  
Time Management  
Creative Ideation  
Amazing Alliteration  
Comedic Relief