

Maureen Tsuchida

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- Objective** Seeking Associate Creative Director Copywriter position.
- Skills** Leadership, brand development, copywriting, entrepreneurship, social media, platform growth, branded content, pitches, presentation skills, film/video editing, new product launches, DTC/OTC/B2B marketing, photography, tech blogging, Photoshop, Hubspot and Wordpress.
- Experience**
- WOM WORKS, RYE, NY** 9/11 – now
- FOUNDER: Started social media and branded content agency for small to mid-sized businesses. Clients included: Rallyhood, RCN, BVU OptiNet, Growll, Lefroy Brooks, Blackman, Lob Planning Group, Peter and the Starcatcher, and IAM Gallery.
- Monthly client content creation for Facebook, LinkedIn, Twitter & Instagram
 - Weekly ad development and media buying
 - Daily platform monitoring and responding
 - Monthly reporting and analytics based on strategic KPIs
- VARIOUS AD AGENCIES, NYC** 9/11 – now
- FREELANCE ASSOCIATE CREATIVE DIRECTOR/COPYWRITER: Independent contractor for Zuckerberg Media, Saatchi, Wunderman, MWW, Interplanetary (IPNY), Color Graphic Press, and direct to client. Clients include: Nikon, HP, AT&T, Verizon Wireless, Citibank, Xyblon, Noom, Google Touring Bird, NJEDA, City of Hope, and Dana Farber.
- Created 360 national campaigns including digital, social, direct, branded TV, print and radio
 - Launched Aptiom developing website and all marketing materials
 - Held both leadership ACD and copywriter roles
 - Pitched and won new business: United Tennis Association, United Airlines, Fisher Investments
 - Tech blogger for GoTechMom.com
- BIG FUEL, NYC** 12/10 – 5/11
- ASSOCIATE CREATIVE DIRECTOR/COPYWRITER: Hired to help start up of Big Fuel social media agency.
- Supervised Chevrolet business until fully staffed
 - Led Chevrolet Super Bowl and MLK social media initiatives
 - Managed creative for GORE-TEX, Fisher Price, and Digi-Key
 - Won new business pitch for global Philips social media
- OGILVY, NYC** 2/07 – 12/10
- ASSOCIATE CREATIVE DIRECTOR/COPYWRITER: Co-managed a 12-member creative group developing print, direct mail, and digital campaigns for MetLife, Le Cordon Bleu, and Let's Move.
- Co-led creative in Michelle Obama's "Let's Move" campaign, presented & sold at the White House
 - Represented Ogilvy in Facebook Ad Space development project
 - Pitched and won InterContinental Hotel Group and Citizens Bank
- Education** BA Journalism University of South Carolina, School of Visual Arts