



RA

REED ALLISTON

COPYWRITER | REEDALLISTON.NET | ATLANTA, GA

OBJECTIVE

To enjoy life while writing words that motivate, inspire, and provide laughter to people. Also, to help brands sell things.

SKILLS

Keynote
Scriptwriting
Proofreading
Branding
Concepting
Writing in cursive
Mediocre dog walker
Editing TikToks (Sorta)
ChatGPT-Extraordinaire
Microsoft Word (Since 6th grade)
Playing long-winded guitar solos

EDUCATION

B.A. • 2013 • COLUMBUS STATE

I majored in English with an emphasis in Professional Writing at Columbus State University.

EXPERIENCE

SR. COPYWRITER • TINUITI • AUG. 2022 – PRESENT

Brought outside-the-box thinking to brand awareness and conversion campaigns. Created TikTok campaigns for financial clients, built pitch decks, wrote TV and streaming scripts – all while working on multiple accounts with tight deadlines.

Notable Clients: Equifax, Reddit, Freedom Financial, Samsung

COPYWRITER • TRADE SCHOOL • AUG. 2021 – AUG. 22

Created digital content for big brands. Wrote long-form articles, case studies, social content, email campaigns, OLA banners, and webinar scripts.

Notable Clients: Mailchimp, The Home Depot

SR. COPYWRITER • ADRENALINE • OCT. 2018 – AUG. 2021

Led creative teams and presented work to clients, from concept to execution. Worked on branding and advertising campaigns, which included award-winning TV spots, social videos, radio, taglines, brand positioning, and digital signage.

Notable Clients: Charles Schwab

Awards: 2020 Gold Telly Winner, Bronze Addy

COPYWRITER • IQ AGENCY • APR. 2016 – OCT. 2018

Helped create award-winning digital campaigns for clients. Wrote TV and radio spots, landing pages, email nurturing campaigns, blog articles, banner ads, and social posts.

Notable Clients: PERGO

DIGITAL SUPPORT COPYWRITER • YP • JAN 2016 – APRIL 2016

Crafted web copy for small- to medium-sized businesses, including copy for postcards and other print deliverables while serving as a proofreader.

JR. CW/INTERN • DENMARK [THE AGENCY] • AUG 2014 – JULY 2015 Wrote blog posts and served as a ghost writer for AIG's Customer Experience Officer. I also wrote web copy and print ads for profit and nonprofit brands.