



TAVA CHUNN

COPYWRITER | STORYTELLER | CREATIVE

ALL ABOUT ME

I'm an experienced copywriter and creative that believes stories are the creative's currency. I'm passionate about finding and telling relatable, human, and inclusive brand stories that move audiences to feel and inspire action.

EDUCATION

Wayne State University
Bachelor of Arts in Public Relations
Summa Cum Laude

CONTACT INFO

Mobile: 248-217-7918
Email: chunntava@gmail.com
LinkedIn: www.linkedin.com/in/tavachunn
<https://www.tavachunnportfolio.com/>

CORE SKILLS

- Copywriting
- Campaign Concepting and development
- SEO Copywriting
- Blogging
- Video & photo editing
- Strategic planning
- Creative direction
- Social Media Strategy
- Email marketing
- Asana
- Slack
- Mailchimp
- Shopify Blog
- Klaviyo
- Google + Microsoft Suite

WORK EXPERIENCE

Global Digital Copywriter

Converse
Footwear brand
August 2023 to Present

- Writes engaging copy for Converse digital materials, ranging across web, email, social, and sms.
- Works with strategists and legal to elevate storytelling while maintaining brand voice consistency.

Senior Copywriter

Farrynheight
Marketing and creative agency
April 2023 to August 2023

- Developed tone of voice for a range of brands including W Hotels, Quinn App, Drift, Scentbird, and Kate Hudson.
- Concepted social media strategies and campaigns.
- Wrote thumb-stopping social media copy that drove brand engagement and conversions.
- Wrote copy for internal and external Farrynheight communications.
- Helped implement iterations to the Farrynheight creative project process to improve efficiency.

Copywriter

Known
Design and advertising agency
January 2022 to April 2023

- Concepted 360 campaigns and wrote strategic cross-channel copy for clients.
- Concepted and developed engaging campaigns for Audible, Nuun, Stackwell, Build-a-Bear, Talkspace, Showtime, the National Women's Soccer League and Sesame Street.
- Worked on internal brand team to build Known's brand voice, and write the brand's internal and external communications.

Copywriter

Huge
Design and advertising agency
July 2020 to January 2022

- Concepted campaigns and wrote compelling narratives across print, web, social, email, and OOH for brands like UScellular, Kate Spade, NBA, Jeep, Defund 2 Refund, and more.
- Managed the RBG affinity social media presence, and participated in several internal initiatives.

Marketing Manager

Naturalicious
Natural hair care brand turning wash days to wash minutes
March 2019 to April 2020

- Managed a team that included a Social Media Manager, Graphic Designer, and a Photographer/Videographer.
- Developed, directed, and produced strategy and content for all campaigns, organic and paid social media, email, blog, site, and non-digital projects.
- Produced monthly blog, consistently ranked and recognized in top 10% on Shopify.
- Increased email open-rate by an average of 10% and generated over \$100K in order revenue from email campaigns.
- Lead several product development initiatives including the Good Hair Bar.