

# AMANI FIFE

SENIOR COPYWRITER

## CONTACT

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## ABOUT ME

Senior copywriter with a passion for storytelling, especially when it comes to culture, consumer behavior, and moments that make people feel something. Experienced crafting impactful copy across eCommerce, shopper marketing, social, digital, TV, radio, and integrated campaigns.

## EDUCATION

2014 - 2018

UNIVERSITY OF COLORADO

- Bachelor of Science in Strategic Communication and Media Design
- Minor in Creative Writing

## EXPERIENCE

### Mars United Commerce

Senior Copywriter

JAN 2022 - JUNE 2026

- Developed copy for ConAgra Foods and Mars Wrigley across eCommerce and shopper platforms, driving engagement and conversion across retailer channels
- Crafted shopper-focused messaging for digital, social, and in-store touchpoints to strengthen brand storytelling and purchase intent

### BBDO Los Angeles

Copywriter

JAN 2021 - DEC 2021

- Created integrated campaigns for AT&T across TV, social, radio, and digital
- Pitched creative rooted in cultural insights and consumer behavior

### BBDO San Francisco

Copywriter

JUNE 2018 - DEC 2020

- Wrote campaigns for Wells Fargo, Barbie, WhatsApp, Herdez, La Victoria, and more
- Delivered copy for social, radio, TV, and digital

### Human Design

Writer & Content Strategist

JAN 2018 - MAY 2018

- Collaborated with the Human Design team on content strategy and copywriting for the agency's website launch and select tech and lifestyle clients
- Contributed to brand messaging and digital storytelling initiatives

## SKILLS

- Copywriting
- Copy Editing
- Scriptwriting (TV, digital, radio)
- 360 Campaign Ideation
- Creative Direction
- Brand Voice Development
- Storytelling Across Platforms
- Presentation Skills
- Content Strategy
- Tools
  - Slack
  - Asana
  - Google Workspace
  - Microsoft Office
  - Adobe Creative Cloud