

TOM SABEL COPYWRITER

Portland, OR

CONTACT

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EXPERIENCE

October 2018
Present
New York, NY

Copywriter– thelab

Creating magic across digital, social, direct mail, email, in-park posters and brochures.

Brands: Disney Vacation Club, Stearns & Foster

June 2017
September 2018
New York, NY

Copywriter– Universal McCann (ACE)

Revolutionizing the digital banner game, one programmatic campaign at a time. Part of the upstart UM Addressable Content Engine (ACE) team.

Brands: Fitbit, BMW, Coach, McCormick, Maui Moisture

September 2015
March 2017
New York, NY

Copywriter– Taylor

Scripted creative and social content across multiple accounts. Projects often included professional athletes, allowing me to tune my trash talk.

Brands: Captain Morgan, Stearns & Foster, Jordan, Tide, Van Heusen, P&G, Allstate, Capital One, IZOD, Smirnoff

June 2013
September 2015
New York, NY

Senior Associate, Copywriter– GroupM

Created social content that instigated (responsible?) drinking, asked fans to buy in bulk, empowered women with confidence, and sold online education as the key to success.

Brands: Jose Cuervo, Sam's Club, Almay, Strayer University

June 2012
August 2012
New York, NY

Intern Copywriter– The Concept Farm

Brands: C21 Department Store, espnW, Univision Deportes, UNFCU, James Patterson, and Beers of Mexico.

SKILLS

- Script Writing
- Concept Development
- Digital
- Social Media

EDUCATION

June 2010
Eugene, OR

University of Oregon

BS Journalism – Advertising

INTERESTS

Basketball. Making websites for entrepreneurs. Travel. Outdoor Adventure. Attempting to mimic "Chopped" from the kitchen.