

RAY TOLBERT

Copywriter

EXPERTISE

Copywriting



Creative Concepting



Adobe Suite



Creative Writing



EDUCATION

MA IN COPYWRITING

Virginia Commonwealth University
The Brandcenter; 2014-2016

BA IN ART

George Mason University
2004

CONTACT

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PROFILE

I have over seven years of experience working as a copywriter at traditional, experiential, digital, and client side agencies. I love digging deep into a problem or brand to discover that nugget of truth to build a campaign. I have a great sense of humor, love collaborating, and have a fresh, fun, professional writing style.

EXPERIENCE

Brunner | FROM NOVEMBER 2021 - AUGUST 2023

Senior Copywriter

Responsible for providing strong creative and leadership from concept to final deliverable as well as a creative voice in meetings and mentor to junior creatives.

Tobii Dynavox | FROM FEBRUARY 2020 - NOVEMBER 2021

Copywriter

Responsible for creative concepting (the big idea) and crafting copy for everything from new product campaigns, social posts, scripts, and more.

Chemistry | FROM NOVEMBER 2018 - JANUARY 2020

Digital Copywriter

Worked on everything from campaign concepting, new business pitches, to website copy, digital ads, and more.

Deeplocal | FROM MAY 2016 - SEPTEMBER 2017

Copywriter

I was hired out of the Brandcenter and worked in a fast-paced environment with short timetables and even shorter budgets. We found simple solutions to complex problems. Brands I worked on: Netflix, Google, Nat Geo, Carnival, Nike, YouTube, UPMC.

The Martin Agency | FROM JUNE 2015 - AUGUST 2015

Copywriting intern

Selected to be a part of their intern program called "The Kitchen." Brands include; Woman Care Global, Weightwatchers, Institute of Contemporary Arts

REFERENCES

Kristen Scialo

Creative Director at Brunner

Email: kscialo@brunnerworks.com

Phone: (214) 356-2759

Kate Carpenter

President + CD at Fable Branding

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