

# Spencer McCarty

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**Collaborative Copywriter | | Solutions-Oriented Storyteller**

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## SUMMARY

A copywriter blending a passion for storytelling with a decade of visual artistry. I am excited to tell brand stories by leveraging my multidisciplinary background to collaborate with art directors and fellow creatives, bringing fresh ideas and unique solutions to the table. I thrive in environments that are unwaveringly collaborative and encourage experimentation and exploration. I am committed to pushing the boundaries of creativity to create unexpected and insightful work; bringing form to concepts through words and voice. I believe in the transformative power of creativity to inspire, provoke thought, and drive action.

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## SKILLS

**Copywriting & Copy Solutions**  
**Branding Communications**  
**Creative concepting & problem solving**  
**Project management**

**Detail Oriented Multi-Tasking**  
**Presentations & public speaking**  
**Works well under pressure**  
**Optimistic**

**Solution oriented**  
**Flexible**  
**Microsoft & Adobe Creative Suite**

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## PROFESSIONAL EXPERIENCE

### **Freelance Creative Consultant**, January 2014 – Present

- Presented creative concepts and ideas to clients ranging from government bodies, large corporations, small businesses, and private individuals, effectively conveying the value proposition and strategic insights behind each unique campaign strategy.
- Collaborated with TOMS Shoes to design and market a public art installation campaign in Los Angeles, CA, fostering brand engagement and consumer connection to the communicated message.
- Successfully managed multiple projects simultaneously, adapting ideas and strategies to meet clients' evolving needs and preferences.
- Worked closely with cross-functional teams to develop and execute integrated creative campaigns, fostering a collaborative environment focused on delivering impactful results
- Led negotiations and implementation of 10 art installations for Marriott's W Aspen, demonstrating adept project management skills and attention to brand narrative.
- Cultivated and managed relationships with clients, including collaborations with the City of Los Angeles and Melrose Arts District, resulting in secured contracts and ongoing partnerships.

### **Almost Famous Wine Company**, Livermore, CA, June 2021 – December 2021

#### *Creative Director*

- Conceptualized and developed the branding and interior design for the Almost Famous Wine Lounge, the goal being to create a Brooklyn-style warehouse venue that attracted an affluent younger audience to an area predominantly visited by an older generation of wine lovers. The venue's attendance exceeded expectations.
- Enhanced brand awareness and engagement through strategic social media copy, promotions and design in order to increase followers and build anticipation for the forthcoming opening of the venue.
- Managed the entire six-month project timeline, ensuring the construction of the venue, installation of the art elements and acquisition of the required furnishings and supplies necessary for opening went according to schedule.
- Formulated a complete design strategy plan inclusive of the client's desires within the \$200K renovation budget provided

### **Bespoke Reps**, Boulder, CO, December 2019 – May 2021

#### *Project Manager*

- Managed cross-functional communication between brands, agencies, internal departments and creatives coordinating up to 10 projects simultaneously in various stages of completion.

- Ideated and recommended brand campaign concepts supporting project development and driving client satisfaction from project ideation to completion.
- Corresponded with up to five brands simultaneously coordinating their media requests ensuring public relations firms received copy on-time for publishing deadlines.

## **EDUCATION**

**University of Missouri**, Columbia, MO - *Bachelor of Journalism*

- Cum laude graduate of the School of Journalism, Copywriting emphasis.

## **INTERESTS**

- Larger than life street art murals (and painting them myself)
- Buying a new Jacket or Coat every few months (the more denim the better)
- Traveling to new places (sometimes only in my head)
- 60's Pop Art (Love me some heavy primary colors)
- Getting lost in a new television series (both prestige drama and colorful Saturday morning cartoons and anime, I am both sides of the coin)
- Breakfast Burritos with the 'Core Four' ingredients (shredded potatoes not cubed, cheddar cheese, meat, scrambled eggs)