

# BARBARA KOPELOFF

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## PROFESSIONAL EXPERIENCE

### Freelance Copywriter

February 2010 - Present | New York, NY

Clients: LEGO, Neutrogena, CIBA VISION, Yodle.com

Write headlines, long and short form copy and scripts for multiple client projects. Work directly with some clients and indirectly via agencies such as LBi and Tribal DDB. Available for onsite and remote work.

### Tribal DDB

Senior Copywriter | April 2008 - March 2010 | New York, NY

Clients: Aveeno, Baileys, Clean & Clear, Sesame Street, SciFi Channel, Bar.com

Wrote online banner, website and print copy as well as scripts for multiple client projects. Wrote and pitched campaign ideas for new business.

### Ogilvy

Copywriter | August 2007 - April 2008 | New York, NY

Clients: Dove, TD Ameritrade, Six Flags, Siemens

Worked on a complete overhaul of Dove.com, TV spot scripts for Six Flags, site copy for TD Ameritrade and pitched an online and OOH Siemens campaign.

### R/GA

Senior Copywriter | February 2007 - August 2007 | New York, NY

Clients: Nike

Wrote all site and online campaign copy for Nikeplus.com and served as a liaison with the Nike+ community. Also wrote for the Rush Hour campaign for Nikewomen.com and product releases on Nikestore.com.

### Big Spaceship

Copywriter and Strategist | November 2005 - February 2007 | Brooklyn, NY

Clients: Nike, Sony Pictures, OfficeMax, Royal Caribbean, HBO

Wrote copy for online campaigns, games, corporate marketing, award submissions and case studies. Wrote proposals and pitched new business. Conducted regular brainstorming sessions with creative and tech teams.

### LEGO.com

Copywriter and Producer | February 2002 - November 2005 | New York, NY, and London

Wrote and produced all LEGO Club content, such as a feature on director Michel Gondry and his use of LEGO bricks as an animation medium and Club Pages, a popular Facebook-type application for kids.

## EDUCATION

### Columbia University

Master of Fine Arts, Writing | New York, NY

Graduated: October 2000

Taught four semesters of a course called "Logic and Rhetoric" to undergraduates at Columbia College.

### University of Virginia

Bachelor of Arts, Studio Art and English | Charlottesville, VA

Graduated: May 1996

The Aunspaugh Fifth Year Fellowship: Fall 1996 - Spring 1997

**Computer Skills:** Mac & Windows platforms. Word, Powerpoint, Excel, InDesign, Illustrator and Photoshop.

**Foreign Languages:** Bilingual in Spanish and English. Native Argentine raised in the United States.

**Continuing Education:** Improv at UCB, the creative process at Adhouse, illustration at SVA, drawing, graphic design and animation at Pratt, printmaking at The Center for Book Arts and French at the Institut Français.

**Travel:** UK, Spain, France, Denmark, Germany, Morocco, Argentina, Brazil, Taiwan and Mexico.