

Tyler Callich

COPYWRITER

hello:

ABOUT ME

Talented writer with 2+ years of experience in ad writing and marketing.

Excels at crafting clear and effective communication.

Always seeks a creative, intuitive and fresh solution to the opportunity at hand.

SKILLS

Headline Writing	<div><div style="width: 100%;"></div></div>
Product Descriptions	<div><div style="width: 100%;"></div></div>
Naming	<div><div style="width: 100%;"></div></div>
Copyediting	<div><div style="width: 100%;"></div></div>
SEO	<div><div style="width: 80%;"></div></div>
Branding	<div><div style="width: 80%;"></div></div>
Adobe Photoshop	<div><div style="width: 80%;"></div></div>
Adobe InDesign	<div><div style="width: 80%;"></div></div>
Unicode	<div><div style="width: 80%;"></div></div>
Python	<div><div style="width: 80%;"></div></div>

EDUCATION

Bachelor's Degree
English Language & Literature,
University of Arkansas
Fayetteville, AR | 2010
Magna Cum Laude

let's write something awesome!

PROFESSIONAL EXPERIENCE

COPYWRITER

PACO Collective // Chicago, IL // 2016 - Present

- Create brand campaigns for print, TV, & web, with special attention to engaging headlines
- Refresh existing campaigns with new perspective, while maintaining consistent voice & message
- Edit and proof English adaptations of Spanish content

LEAD COPYWRITER

Acumen Brands // Fayetteville, AR // 2014 - 2016

- Wrote body copy, headlines & subject lines for 14+ weekly CountryOutfitter.com emails
- Named 300+ new products & wrote SEO descriptions

CUSTOMER SERVICE LEAD

Acumen Brands // Fayetteville, AR // 2012 - 2014

- Supervised team of 10 e-mail & chat customer service representatives
- Updated & maintained standard e-mail responses

ENGLISH INSTRUCTOR

Seoul Office of Education // South Korea // 2011-2012

- Administered EFL conversation courses for classes of 45+ students

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