

# LAURA TING

associate creative director • indoor enthusiast

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## EDUCATION

### *J.D.*

The Catholic University of America,  
Columbus School of Law  
2008 – 2011

### *B.A. Political Science, Spanish Language & Literature*

Boston College  
2004 – 2008

## WHO, ME?

Copywriter and creative strategist specializing in creative marketing campaigns, brand voice, and social media.

Above all, a storyteller who generates double takes and double-taps. Skilled in strong writing with bite, persuasive and preemptive content, and a keen grasp of trends and the news cycle.

For the cheap seats in the back: left-handed, locally sourced, sustainable, and cage-free.

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## EXPERIENCE

### *ASSOCIATE CREATIVE DIRECTOR ← SR. COPYWRITER*

**Ogilvy** | Washington, DC | Sept 2019 – Present

Clients: Gerber, E. & J. Gallo Winery, Nokia, USAID, USDA, CDC, The Pew Charitable Trusts, Embassy of Japan

### *SR. COPYWRITER ← COPYWRITER*

**Wunderman Thompson** | Washington, DC | Aug 2015 – Sept 2019

Clients: Kaiser Permanente, Pfizer, PhRMA, E\*TRADE, Astellas

### *COPYWRITER + CREATIVE STRATEGIST*

**Design Army** | Washington, DC | Nov 2014 – Aug 2015

Clients: The Ritz-Carlton, Bloomingdale's, The Broadway League, The White House Historical Association, Karla Colletto, JBG Companies, The Washington Ballet, *Washingtonian* magazine, Restaurant Association of Metropolitan Washington, Neenah Paper

### *PUBLICIST*

**Discovery Communications** | Silver Spring, MD | Jul 2012 – Oct 2014

Global communications (corporate and consumer) and publicity campaigns for a portfolio of 45+ entertainment network brands, including Discovery Channel, TLC, Animal Planet, ID, OWN, Science Channel, Velocity, and Eurosport

### *COPYWRITER (FREELANCE)*

**LivingSocial** | Washington, DC | Feb 2012 – Oct 2014

B2C marketing content

### *SOCIAL MEDIA COORDINATOR*

**sweetgreen** | Washington, DC | Jun – Aug 2012

Digital marketing campaigns across multiple platforms

### *LEGAL INTERN*

**Alliance of Artists and Recording Companies** | Alexandria, VA | May – Aug 2010

Copyrighting, not copywriting

### *POLICY INTERN*

**U.S. Food and Drug Administration** | Rockville, MD | May – Aug 2007, 2008, 2009

Legal research and arguments, B.C. (Before Creative)