

ALEJANDRO TAFUR

WRITER

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An experienced and versatile writer capable of adapting my style and tone to the needs of any project, with practical experience in a vast array of industries and media. A passionate worker and curious learner, I thrive in a collaborative, intellectually stimulating, fast-paced environment crafting thoughtful and powerful stories for any medium.

SKILLS

// LANGUAGES

English

Spanish (Fluent)

// OFFICE SOFTWARE

Microsoft Office

Apple Creative Suite

Google Creative Suite

Adobe Indesign

Miro

// PLATFORMS

Sprout Social

Canva

PUBLICATIONS

["The Things We Make Of Rubble"](#)

Outrageous Fortune Literary Magazine

["Lonely Explorers"](#)

Wordhaus

["Starved"](#)

Wildstar Press

[Self-Published Comics](#)

EDUCATION

Bachelor of Arts

Yale University

May 2017

Major: English

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER *Bully Pulpit Interactive | New York City | JAN 2022 - PRESENT*

- Concepted and wrote copy for public affairs and marketing campaigns for multiple fortune-500 companies in collaboration with creative directors and art directors.
- Wrote copy for various GOTV and political persuasion campaigns and collateral.
- Pitched and won multiple new clients for the agency.

Clients: Walmart, OneTen, Goldman Sachs, EDF, Leafly, AT&T, Meta, Grubhub, Patagonia

COPYWRITER *Comcast (Good Kid) | New York City | JUL 2020 - JAN 2022*

- Crafted an engaging, comedic 360-degree Winter Olympics campaign
- Designed conceptual frameworks and wrote copy for various sales event campaigns
- Created a Sales Event Playbook, to guide all future Comcast sales

Clients: Comcast (Internal Agency)

COPYWRITER *Universal McCann | New York City | JAN 2019 - JUL 2020*

- Wrote addressable banner and video, awards submissions, and rebranding efforts
- Pitched various Fortune 500 companies innovative campaigns and executions, winning the agency multiple new clients
- Designed creative media and experiential activations

Clients: Exxon Mobile, Johnson & Johnson, Diageo, CVS, Mattel, Levi's, American Express, Coach, Hershey's, SharkNinja, Strive, BodyArmor

CONTENT WRITER *Priorities USA | New York City | JUL 2018 - DEC 2018*

- Worked closely with designers and strategists to create compelling content supporting democratic candidates during the 2018 elections
- Concepted and wrote social and digital content designed to increase voter turnout
- Pitched innovative ways to reach a wider audience to senior management

JUNIOR COPYWRITER *Situation Interactive | New York City | OCT 2017 - MAR 2018*

- Created fun, engaging social and digital content for various Broadway shows in collaboration with strategists and designers
- Engaged in community management and customer service for various clients

Clients: Charlie And The Chocolate Factory on Broadway, Latin History For Morons, The Band's Visit, The New York International Auto Show, National Geographic Encounter

FREELANCE COPYWRITER *The Grey Group | New York City | OCT 2016 - MAR 2017*

- Wrote copy for 360-degree, million-dollar campaign launching three products.
- Guided tone consistency across multiple mediums, ensuring cohesive campaign feel