

Ariel Lustig, Copywriter

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Copywriter

Amazon Advertising, San Francisco, March, 2010 - present

Clients: Kashi, Bear Naked, Clos du Bois, Berkeley Repertory Theater

Freelance, January, 2009 - 2010

Agencies: Publicis Modem, San Francisco / Mekanism, San Francisco / ATTIK, San Francisco / Amazon Advertising, San Francisco / Current TV, San Francisco / Traction, San Francisco / PixInk, San Francisco

Clients: Scion, LG / DKNY / Kashi / Alibaba.com / Downtown Streets Team / Current TV

Current TV, San Francisco, 2006 - 2009

Informed, entertained and inspired Current's audience with on-air and online promos / worked with show creators to name, position and promote shows / championed the development of a consistent brand voice

ATTIK, San Francisco, 2004 - 2006

Clients: Scion / AOL Instant Messenger (AIM) / Moviefone / County Music Television / Virgin Mobile

Freelance, 2001 - 2004

Agencies: Mad Dogs & Englishmen, San Francisco (long term) / Mad Dogs & Englishmen, New York / ATTIK, San Francisco / Cole and Weber, Seattle / Amazon Advertising, San Francisco

Clients: Scion / Jamba Juice / Maximum PC Magazine / Cocoa Pete's / P&G / TechTV / Virgin Mobile / Gold Toe Socks / The Body Shop / Wolfgangsvault.com / International Museum of Women

Amazon Advertising, San Francisco Copywriter Intern, Summer 2000

Other Experience

Academy of Art University, Advertising Instructor, 2006 - 2007

Taught Integrated Advertising and Copywriting 101

Various Production Companies, Film Production Manager 1996 - 2000

Character-building stints pre-1996

Auto Shop Worker / Barista / Camp Counselor / Cartoonist / No-Budget Film Producer / Waitress / Production Assistant / Rock Show Publicist

Acknowledgements

Awards: The One Show, Merit / The One Show, Student Merit / Telly

Press: Adcritic / Adweek / Best Ads On TV, Boards / Creativity

Education

2000 - 2002 Academy Of Art University

Summer, 2001, Pasadena Art Center At Night