



ALEXIS JOHNSON

SENIOR COPYWRITER

WORK EXPERIENCE

Saatchi & Saatchi LA: May 2024 - Present

Copywriter

- Client: Toyota
- Concepted and wrote integrated campaigns across social, digital, and broadcast.
- Collaborated on and helped produce a spot airing in the 2026 Super Bowl.
- Led social creative, mentoring teams and optimizing content for engagement.
- Partnered with Broadcast, Digital, Retail, and Content teams to deliver work that balances brand voice with audience insight.

RPA: March 2021 - May 2024

Copywriter

- Clients: Honda, Spectrum Business, ampm, Pocky, ARCO NW, and new business
- Co-created and produced 360° brand campaigns for two accounts simultaneously.
- Developed and delivered a TV mini campaign, including DRTV, in just two months.
- Produced consistently top-performing social content across all accounts.
- Launched TikTok initiatives with multiple clients, reshaping their approach to social content.

AT&T In-House: July 2016 - September 2020

Acting Associate PM (EA to the ECD)

EDUCATION

Bookshop School for Ads

Copywriter
2020- 2021

California State University, Fullerton

BA in Radio-TV-Film
2004-2008

CONTACT

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PROFILE

Mid-level copywriter, proficient in creating dynamic 360 ad campaigns including TV, radio, social and digital, ooh, print, and experiential. Adept at writing across a variety of styles and tones. Vibing with my peers and being part of a team that makes mind-blowing creative work is what gives me life.

LANGUAGES

English - Native
Millennial - Native
Gen Z - Fluent

AWARDS

Bronze Addy: Social Campaign for Pocky Share Happiness!
Bronze Addy: Social Campaign for ampm National Horchata Day
Third Place RPA Colburn
Yoshida Award: National Horchata Day
Professional TikTok Scroller of the Year