**TOBE K. OKOCHA**

**Los Angeles California • tobes.okocha@gmail.com**

**EDUCATION**

**Bachelor of Arts in English, Minor in Media Studies,** University of Virginia Charlottesville, VA *May 2014*

**SKILLS:**

* English (native), Spanish (proficient)
* Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Keynote, Adobe (Photoshop, InDesign, Lightroom) Final Cut Pro, Social Media (Instagram, Snapchat, Twitter), Canva, Marketing Research (Demographics Pro, Cubeyou), Dreamweaver, HTML, Hootsuite, Press Releases, UNUM, WordPress

**EXPERIENCE:**

**Leroy and Rose *July 2019 – Present***

*Copywriter, Audio/Visual & Social Strategist*

Write copy and develop concepts for Network, Studio and Digital clients cover art.

* Develop copy for clients including Disney, Apple, Netflix, HBO, FX, FOX, Hulu etc. on projects such as teaser and official cover art; out of home supportive marketing, and FYC campaigns
* Create fresh art concepts with the team and write audio/visual promotional skits, along with social strategies

**Greatest Magazine *February 2020 – February 2020***

Freelance Writer

* Interviewed subjects Pete Dupont and Donte Colley, and wrote the accompanying editorial feature for Greatest Magazine Issue 05

**HYPEBEAST (part-time) *August 2014 – July 2019***

*West Coast Editor*

Expanding HYPEBEAST’s global reach by cultivating its West Coast presence.

* Published over 500 stories on HYPEBEAST’s online site, recognized by *TIME* magazine as one of the Internet’s top 50 websites, annually garnering 480 million page views
* Utilize SEO analytics for increased audience reach and engagement
* Organize and run point on various undertakings including art directing and styling shoots
* Interview talent
* Publish op-ed pieces and produce video content
* Handle HYPEBEAST’s social media accounts
* Appropriately represent and attend invite-only events on behalf of the publication

**Kastner Los Angeles *January 2018 – March 2019***

*Creative Copywriter*

Copywriter for the Wise Snacks account, in addition to Red Bull and new business.

* Developed creative concepts and wrote the corresponding copy for Wise Snacks social posts, in addition to relevant advertising material such as new product releases, and Wise’s MLB partnership
* Brainstormed and wrote copy for various client projects including Red Bull, CMC Los Angeles, snkrINC, and new business pitches

**Gin + Tonic Labs (Mob Scene) *November 2017 – January 2018***

*Freelance Copywriter*

Hired to write the copy on a packaged client project, and help further develop ideas relative to the project, in addition to consulting on its corresponding Keynote design.

**Miramax *December 2017***

*Freelance Creative*

Hired to redesign internal Miramax employee documents pertaining to Miramax’s office relocation.

**Mattel  *August 2017 – November 2017***

*Customer Marketing Associate – Contract Assignment*

Worked as project lead on designing and developing the Fisher Price, Barbie, Hot Wheels and Imaginext Amazon brand stores and oversaw Mattel’s Amazon Vine program – submitting request for product (RFP) forms and tracking product shipments to ensure Amazon Vine reviewers received designated products.

* Designed wire frames and page segments before using Photoshop to recreate, edit, and upload the new designs to allocated brand pages
* Used Mattel’s internal photo assets library to curate appropriate images for the Amazon brand stores
* Organized product data in Excel spreadsheets before populating Mattel’s Amazon brand stores with items
* Managed Mattel and Fisher Price spreadsheets that were used to track and accurately reflect Vine credits available, products that have been submitted to Vine, the status of these products, amongst other logistics
* Coordinated Vine product enrollments with third party company (Northwest Synergy)
* Processed product requests and Vine product shipping with Mattel’s RFP team
* Captured merchandise placements on Amazon and Amazon’s Facebook to place into the team’s monthly report
* Organized and edited budget allocation spreadsheets
* Created a spreadsheet to analyze Amazon’s “Holiday Toy List,” noting the number of Mattel products along with competitors, and compared this year’s list with 2016

**Creative Artists Agency *July 2015 – May 2017***

*Entertainment Marketing Assistant*

Assisted a total of four Marketing Executives whose work spanned the Coca-Cola portfolio, General Motors,

Diageo, Neiman Marcus, Clorox, Wells Fargo, Umpqua Bank and The Honest Company client accounts, utilizing

CAA’s unique position as a talent agency to inform Fortune 500 clients of today’s overarching entertainment

landscape.

* Wrote copy on client projects and internal pitches
* Published client POV assessment and trend overviews
* Published monthly Entertainment Reports
* Conducted analytical research on brand aspects using Demographics Pro and Cubeyou
* Brainstormed and incubated creative concepts
* Designed decks with Keynote and talent recommendation grids with Excel

**KCD *August 2014 – December 2014***

*Publicist*

From the time period of November 2014 – December 2014, I was responsible for the Public School account. I also worked closely with publicist teams, handling the Sandro and Public School client accounts, and assisting with the Alexander McQueen, Maiyet, and Peter Pilotto client accounts.

* Handled sample and press inquiries
* Tracked samples by updating the allocated Excel spreadsheet
* Assisted in the coordination of samples for shoots and press looks
* Completed multiple press reports for the month of November
* Processed sample requests, tracking and inputting samples into FashionGPS
* Edited Press Activity and Sample Activity Reports
* Worked on-site at fashion shows and related client events, performing a variety of maintenance tasks

**EXTRA CURRICULAR:**

**Brent Faiyaz “Sonder Son” Los Angeles Billboard and Magazine Ad *February 2018***

*Creative Director*

Oversaw the creative direction for Grammy nominated musician Brent Faiyaz's solo debut album "Sonder Son"

promo billboard run in Los Angeles.

* Package included 20 billboards, including the main billboard at LAX
* Image was also reproduced for print, and featured in magazines such as *Billboard*