

Shauna Mahoney

SENIOR COPYWRITER

Meet Shauna, a Senior Copywriter based in Los Angeles in the part of town where The Great Minion of Universal Studios keeps a watchful eye over its kingdom. Shauna detests the mundane and revels in the unconventional, using her near decade of experience and obsession with strategy to craft the perfect content for any brand that crosses her desk.

When she's not working, she's either hiking, watching a movie, or searching for the best smash burger in the city. (Current Favorite: Lowboy, Runner Up: For The Win)

SKILLS

Copywriting (obviously)
Strategically Minded
Quick in Humor and Adaptability
A-type Level Organizer
B-Type Level Brainstormer
Work/Life Balance Advocate
Party Dip Extraordinaire

EDUCATION

Bachelor of Arts
Mass Communications/Advertising
University of South Florida
2010 - 2013

INTERESTS

My husky-son Tobey
Neil Gaiman
Visiting National Parks
Small batch gin
Trying the new restaurants in town
Hayao Miyazaki
Collecting random tchotchkes
Deviled eggs

AWARDS

One Show - Merit 2018
Amanda Foundation/Health&Wellness

Webby Honoree 2018
Amanda Foundation/Best Cause
Related Campaign

Silver Telly 2017
Udacity/Commercial

Lürzer's Archieve 2017
Amanda Foundation/Print

Hoop Shoot Winner 2001
Indialantic Elementary

INFO

HelloShaunaMahoney.com
HelloShaunaMahoney@gmail.com
321-704-1739 // Based in Los Angeles

EXPERIENCE

Freelance Senior Copywriter

Senior Copywriter // 2017 - Current

- Wrote guerrilla posters for The Amanda Foundation and email campaigns for Chime. Developed product video scripts for Meta, Google, Microsoft, and Dole Packaged Foods. Lead the messaging strategy and creative approach for Ocean Institute's rebrand.

Spark – Remote

Senior Copywriter // 10.2022 - 01.2024

- Lead and refined messaging for Visit Florida and LoveFL through digital and social channels.
- Developed seasonal travel campaigns for both in and out of state travelers to explore all Florida has to offer.
- Helped push experiential efforts to get the LoveFL brand into the mind of Floridians through interactive art pieces and an traveling airstream exhibit.

Amazon – Remote

Contract Senior Copywriter // 01.2022 - 11.2022

- Worked with the Seattle XCM team to create a messaging and tone approach for both Amazon Student and Amazon Access.
- Wrote brand guidelines for Student and Access as well as Sponsorships and Prime for their partner agencies.

Campbell Ewald – Los Angeles

Senior Copywriter // 01.2018 - 05.2022

- Concepted brand campaigns, refined messaging strategies, and created brand guidelines across various clients like OnStar, Kaiser Permanente, Dole Packaged Foods, Milk PEP, Covered California, Shamrock Farms, and MUFG Union Bank.

Saatchi & Saatchi LA

Contract Copywriter // 06.2017 - 01.2018

- Supported the Retail team with creative for Toyota's Parts Service division. Creating in-store promotional materials and radio spots for seasonal sales.
- Wrote print ads for Toyota's B2B division
- Worked on creative highlighting Toyota's Winter Olympic partnerships.