



Taylor Schumaker   
Schumakerta@gmail.com   
917-361-9273   
TaylorSchumaker.com

## MAIN QUEST

**ACD Copywriter** 05/2019 – present  
Freelance Copywriter , New York, New York

Developed digital, TV, & social at Ready, Set, Rocket, VaynerMedia, & Hudson Rouge on Bonobos, SYFY Channel, SYFY WIRE, USA Network, Blackstone, and Lincoln.

**Senior Copywriter** 02/2017 – 05/2019  
Havas Worldwide NYC , New York, New York

Developed TV, print, radio, digital, social, and OOH across major brands including TD Ameritrade, Dos Equis, ADP, & IBM.

**Copywriter** 09/2014 – 01/2017  
Havas Worldwide NYC, New York, New York

Created and conceptualized TV, print, radio, digital, social, and OOH across several major brands including TD Ameritrade, Net Jets, Dos Equis & IBM.

## TUTORIAL LEVELS

**Copywriting** 08/2011 – 05/2013  
VCU Brandcenter

**Creative Advertising** 08/2007 – 05/2011  
Virginia Commonwealth University

## SKILL TREE

### Advertising

Copywriting ●●●●●  
Content Strategy ●●●○○  
Concepting ●●●●●  
Creative Strategy ●●●●○  
Leadership ●●●●○

### Media Type

Digital ●●●●●  
TV ●●●●○  
Print ●●●●○  
Experiential ●●●●●  
Social ●●●●●  
OOH ●●●●○

## ★ SIDE MISSIONS



Too Long Sci-Fi and Fantasy Novels



Gaming In All Forms



Punk Rock



2 Dogs + 3 Cats



Former Scuba Instructor



Spin and Fitness

## UNLOCKABLES

The Drum OOH Awards 2019 | Merit, Experiential

The Drum OOH Awards 2019 | Shortlist, Spectacular

Cannes 2018, Radio | Shortlist

Cannes 2018 , Radio | Script | Shortlist

One Show 2018, Radio | Merit

Clios 2018 | Shortlist

Cannes Innovation 2016 | shortlist

FCS 2016 | Gold

Shorties 2016 | Finalist