

Alexandra Fink

Senior Creative Copywriter

alexandrafink@gmail.com

(310) 806-1662

7+ years external and internal creative agency experience

Areas of Expertise

Content creation
Brand development
Packaging copy
Online copy
Product names
Product descriptions
Script consulting
Decks & style guides
Proofreading
Blog writing
Illustration & design

Work Experience

Mattel

El Segundo, CA

SENIOR COPYWRITER, BARBIE

April 2011 - Present

Award winning writer, creating consistent and engaging copy for a global brand.

Responsibilities

- Ideating strong and aspirational communication for brand turnaround including launch of new Fashionista bodies, and development of the 'You Can Be Anything' and 'Be Super' campaigns.
- Writing creative copy for Barbie Estate, Fab, Family, Customized, Career, Innovation, and Collector segments.
- Composing copy for high-profile Specialty dolls, including Moschino, Andy Warhol, #TheBarbieLook, The Barbie Fashion Model Collection, and Comic-Con exclusive dolls.
- Advising on HELLO BARBIE and HELLO DREAMHOUSE scripts.
- Consulting on Barbie Entertainment titles including 'The Great Puppy Adventure', 'A Pony Tale', 'The Princess & the Popstar', and 'Princess Power'.
- Creating taglines and synopses for Barbie Entertainment DVD and Blu-ray titles.
- Naming and trademarking majority of Barbie SKUs.
- Developing consistent brand language and character descriptions to be used across various platforms.
- Writing copy for licensors, including American Greetings, Hallmark, and Random House.
- Editing decks, style guides, and toy instructions.
- Illustrating packaging insert art and diaries for sister brand, Ever After High.
- Conceiving and developing Enchantimals doll line, launched in 2017.

Pitch

Culver City, CA

COPYWRITER/SENIOR MARKETING COORDINATOR

October 2008 - December 2010

Writer of promotional material on a variety of platforms.

Clients: Burger King, NBC, Hasbro, Nerf, Fox, Universal, Paramount, Marvel, Nickelodeon, Mattel.

Responsibilities

- Managed kids' meal promotions on the Burger King account.
- Conceptualized toy designs and packaging for Kids Meal premiums.
- Composed copy for sweepstakes, added-value opportunities, and general concept presentations, including the 'Twilight: New Moon' gift-with-purchase.
- Wrote all copy for NBC upfronts and promotional events.
- Developed innovative technology-based products, including SpongeBob packaging that featured augmented reality and 'The Simpsonizer'.

Stephen S. Wise Elementary

Los Angeles, CA

ART DIRECTOR

August 2007- September 2010

Art Specialist for K-6.

Responsibilities

- Designed weekly mixed media projects to complement students' school curricula.
- Curated all art exhibitions, including large scale murals.
- Facilitated students' production of high-quality pieces for display and annual fundraisers.

The Art Student's League

New York, NY

ART TEACHER, MIXED MEDIA FOR CHILDREN

September 2004 - June 2006

Winston Wachter Mayer Fine Art

New York, NY

GALLERY INTERN

September 2000 to August 2001

The Santa Monica Museum

Santa Monica, CA

CURATORIAL INTERN

Summer 2000

The Milken Institute

Santa Monica, CA

PRODUCTION ASSISTANT

Summer 1998 and 1999

Key Skills

- Flexible, versatile and able to quickly move between projects.
 - Ability to produce creative and engaging writing.
 - Impeccable spelling and grammar.
 - Experience on numerous media platforms, i.e., digital, TV, DM, outdoor and press.
 - Strong attention to detail.
 - Competitive by nature, but also a strong team player.
 - A natural interest in writing and design.
 - Comfortable writing in multiple styles and for multiple formats.
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Academic Qualifications

BA Art History/Fine Art

Columbia University

1999 - 2006

References

Available on [request](#).