

# CALLi TOMAN

Copywriting | Strategy | Branding

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## Professional Summary

Accomplished, dynamic copywriter skilled in writing compelling stories, conversational copy and everything in between. Leveraging 10 years' experience in marketing, storytelling and branding on both agency and in-house teams. Seeking a robust creative leadership role at a progressive organization, forward-thinking in both their approach to client work and company culture.

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## Work History

**Rocket Central**  
Lead Copywriter  
May 2018 – present

**DRIVE Creative Agency**  
Freelance Copywriter  
Nov. 2018 – present

**Progress Michigan**  
Digital Media Strategist  
Aug. 2017 – Feb. 2018

**HelloWorld**  
Copywriter  
Nov. 2012 – Aug. 2017

**Y&. love Magazine**  
Founder, Editor-in-Chief  
Jan. 2012 – Dec. 2014

## Education

**Albion College, 2009**  
Bachelor of Arts  
Journalism, Religious Studies  
*Cum Laude*

## Portfolio

[www.copycalli.com](http://www.copycalli.com)

## Professional Skills

### Campaign Development

- Concept, pitch and produce multi-channel creative advertising campaigns.
- Apply and adapt brand messaging across TV, social, video, digital and print.
- Oversee video and digital production to ensure proper representation of campaign messaging.
- Contribute to pre- and post-production development including casting, editing, VO records, music selection and presenting in-process and finished work.

### Creative Leadership & Collaboration

- Develop and evolve brand voice with senior leaders and creative cohort.
- Mentor junior, mid-level and intern creatives on message application, concepting, pitching and presenting work.
- Collaborate with art directors, designers and copywriters on concept development and campaign production.
- Optimistic, enthusiastic and delightful to work with.

### Pitching & Presentation

- Experience pitching, presenting and defending work to creative director, business leaders, production partners, CMO, external clients and marketing team.
- Collaborated with Marketing Operations team to create comprehensive pitch and presentation training program for Rocket Mortgage creative team.
- Able to edit and temper presentations depending on audience, setting and time allotments.
- Straightforward, conversational presentation style with a couple of jokes thrown in on a good day.