

SHAUNAH MARGARET

ASSOCIATE CREATIVE DIRECTOR, COPYWRITING

CONTACT

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SKILLS

Creative Strategy and Leadership
Content Development
360 Integrated Campaigns
Brand Voice Development
Multi-Channel Expertise (Social Media, Digital, Print, Broadcast)
Mentorship & Team Development
Client Collaboration
Adobe Creative Suite

EDUCATION

College for Creative Studies
2008 - 2012
BFA, Advertising Design

Henry Ford Community College
2006 - 2008
AA, Art

COMMUNITY

Verizon
AdFellow mentor

4A's MAIP
Mentor, interviewer, speaker

She Runs It
Mentor

PROFILE

NYC-based creative leader with 12+ years in advertising, specializing in copywriting, campaign development, and nurturing high-performing creative teams through mentorship, strategic guidance, and professional development.

EXPERIENCE

Associate Creative Director, Copy

Digitas Health, New York, NY

2024 – Present

- Led the rebranding of a widely used HIV medication, from ground-up concept development to campaign execution, ensuring alignment with the new brand strategy.
- Translate complex medical claims into approachable, consumer-friendly messaging to set a new standard for HIV treatment communication.
- Develop bold, inclusive language that resonates with diverse audiences and reflects the evolving HIV landscape.
- Manage a team of writers and art directors, providing mentorship and guidance through regular check-ins and creative development.
- Collaborate with clients to co-create content that aligns with brand vision and campaign goals.

Associate Creative Director, Copy

Langland, New York, NY

2023 – 2024

- Managed team workloads to optimize performance and ensure timely delivery of high-quality work.
- Provided detailed, constructive feedback through written and verbal reviews, fostering team growth and creative excellence.
- Led creative teams in developing strategically focused concepts and campaigns that exceeded client expectations.
- Presented ideas and work to clients, effectively communicating and selling the creative vision behind each concept.
- Collaborated with agency leadership to enhance company culture, boost employee satisfaction, and improve team dynamics.

Copy Supervisor

FCB Health, New York, NY

2021 – 2022

- Co-led the launch of a type 2 diabetes medication, developing patient brochures, social media content, and creative claims.
- Designed and implemented a new brainstorming template that enhanced team ideation and campaign delivery.
- Mentored junior creatives, facilitating their growth and development.

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RECOGNITION

Silver in Branding

The Indigo Awards
2024

EnrichHER grant recipient

EnrichHER
2021

MAIPer to Watch

4A's
2020

50 Under 30 list

The Drum
2020

#MoreLikeMe program recipient

HP
2019

SPEAKING ENGAGEMENTS

4A's Foundation Career Day

4A's, NYC
2022

Make Your Marketing

The Mixx, NYC
2021

Career Day

Fashion Institute of Technology, NYC
2021

Make Moves Summit

Women Who Create, NYC
2021

Cannes Can

Cannes Diversity Collective,
Inkwell Beach
2021

MAIP Orientation

MAIP, NYC
2021

EXPERIENCE

Senior Copywriter

Rauxa, New York, NY

2018 – 2021

- Led the copy development for Verizon's first credit card launch, driving 500,000 signups within the first 30 days.
- Crafted CRM content, website copy, and quarterly newsletters for major clients, including Verizon and Blue Shield of California.
- Provided mentorship to junior copywriters, fostering a collaborative environment that encouraged creative growth and high-quality outputs.

Copywriter

Tribal Worldwide, New York, NY

2015 – 2018

- Developed commercials for Milky Way, delivering comedic scripts that aligned with the brand's voice campaign.
- Created engaging email, website, and digital video content for Advil, Centrum, IAMS, Robitussin, and Royal Canin, driving consumer engagement across platforms.
- Contributed to pitches and new business efforts with creative concepts and presentation materials.

Associate Copywriter

Tenthwave, New York, NY

2012 – 2014

- Managed social media accounts for Cape Cod Potato Chips, Snyder's Pretzels, Lance Snacks, Dream Non-Dairy, and Imagine Soups, ensuring consistent brand voice and engagement.
- Wrote, designed, and scheduled social media posts, evaluating performance metrics to inform strategies for improved audience reach and interaction.
- Prepared quarterly performance reports for clients, analyzing campaign success and presenting recommendations to optimize future content.

Social Content Writer/Designer

Tenthwave, New York, NY

2012 – 2014

- Created and designed social media content for top brands like Bud Light, Sprite, and McDonald's, ensuring alignment with brand voice and campaign goals.
- Developed Translation's brand voice and visual identity, achieving a cohesive presence across platforms.
- Produced a video series, interviewing employees to highlight contributions and showcase agency culture.
- Executed social media strategies to boost engagement and strengthen brand presence for client and agency accounts.

