

# YOTAM OHAYON

## COPYWRITER



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## EXPERIENCE

### MEDIA PLANNER

Summer '17 - Summer '18

MediaCom (GroupM), New York, NY

- Handled comms channel planning for Mars Chocolate brands, including M&M'S, TWIX, and 3 Musketeers
- Directly corresponded with Brand Managers to review paid media objectives, recommendations, and performance
- Planned and executed high-impact media activations, including a Super Bowl 2018 initiative for M&M'S

### MEDIA STRATEGIST

Fall '16 - Summer '17

### ASSISTANT STRATEGIST

Fall '15 - Fall '16

PHD Media (Omnicom Media Group), New York, NY

- Conceived & executed integrated media plans for CPG brands, including Sharpie, Expo, and Rubbermaid
- Coordinated with internal investment groups, partner agencies, major publishers and networks to secure media placements and monitor the trafficking of creative assets
- Utilized syndicated research tools to compile client-facing competitor reports

### COPYWRITER (INTERN)

Spring / Summer '15

BR Creative Group, Hingham, MA

- Conceived and wrote ads for regional retailers and small businesses
- Produced & managed content on agency's social media pages
- Served as a Production Assistant during commercial shoots

### P.R. ASSOCIATE (INTERN)

Spring '14

Schneider Associates, Boston, MA

- Managed clients' Twitter accounts and drafted social media publishing calendars
- Wrote press releases and compiled media lists
- Pitched clients' stories to beat reporters to gain earned media coverage
- Generated content for a client's online blog

## EDUCATION

### VCU Brandcenter

M.S., Business | May 2020  
Track: Copywriting

### Boston University

B.S., Communication | May 2015  
Cum Laude  
Minor Intl. Relations

## SKILLS

- Photoshop
- Final Cut Pro X
- Comscore
- Microsoft Office
- Telmar (MRI)
- Clear Decisions (Simmons)
- Nielsen Ad Intel

## INTERESTS

- Gastronomy
- Boxing
- Latin Dance
- Fútbol
- Fishing
- Drums
- 80's pop culture
- North African textile patterns & furnishings