

Claire Ayoub

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ABOUT: I am a writer, director, brand strategist, and genuinely happy camper seeking my next creative adventure 🚀

COPYWRITING

The Future Project // New York, NY – Senior Copywriter (Sept 2018–April 2019)

Brand voice specialist and creative lead for youth-focused non-profit serving 31,000+ young people each year. As their first-ever copywriter, I established and implemented a digital strategy & brand voice book for external comms, social media, and monthly 10K newsletter audience. Created social strategy and PR messaging for #DreamtReal partnership with Coach.

Laundry Service // Brooklyn, NY – Copywriter (June 2017–Present)

Crafted brand voice, social playbooks, campaigns, and always-on content for a wide range of brands including: The New York Times, Weight Watchers, Laura Mercier, Fossil, Freixenet USA, European Wax Center, & Michelob ULTRA.

Freelance Copywriter // Brooklyn, NY – Scriptwriter & Pitch Copywriter (April–June 2017)

Laundry Service: Researched and created *Asides*, a Shakespearean education series for TNT's *Will*.
Stun Creative: Created concepts and scripts for E!, Audible, Broad City, Archer, Worst Cooks in America, and more.

Team One // Los Angeles, CA – Copywriter (October 2015–March 2017)

Social and campaign copywriter for Lexus, SimCity Build It, Me & the Bees Lemonade, and agency's pro bono clients.

VIDEO PRODUCTION

Your Hair Looks Great Today // Brooklyn, NY – Creator (March 2017–Present)

Wrote & directed a series of 60-second affirmations featuring female comedians. Successful \$6K Kickstarter for Season 2.

A Series of Comebacks // Los Angeles, CA – Creator (March–June 2015)

Wrote & directed viral series with 1M+ views & 1M+ notes on Tumblr. Featured on HuffPost Comedy (US & UK), Upworthy, BuzzFeed, Ms. Magazine.

ENTERTAINMENT WRITING

Empire Waist – Screenwriter (February 2019–Present)

Wrote a coming-of-age film about a plus-sized teen fashion designer & friends coming to terms with their bodies & worth.

Amy Poehler's Smart Girls // NY & LA – Contributor & Associate Editor (November 2013–June 2017)

Contributed essays and articles. As associate editor, I worked with contributors and crafted social content.

Late Show with David Letterman // New York, NY – Page & Joke Writer (April–December 2014)

Freelance Top 10 joke writer for Letterman's final season. As a page, I entertained 500–1000 people per day.

Independent Sketch Shows // New York, NY – Writer/Director (June 2013–Nov 2014)

Shows: I'm Really Good at Flirting (And Other Lies I Tell Myself), Face For Radio, In Too Steep LIVE.

EDUCATION

Wellesley College // Wellesley, MA – B.A. Middle Eastern Studies (2007–2011) & 2011 Student Commencement Speaker

Upright Citizens Brigade Theater // New York, NY – Improv & Sketch Comedy (2009–2014)

Columbia University // New York, NY – Summer TV Writing Intensive (Summer 2013)

ADDITIONAL EXPERIENCE

My Collateral Consequences // New York, NY – Volunteer Writer, Strategist & Event Producer (Nov. 2019–Present)

Public Speaking Coach // NY & LA – Developed curriculum for employees at Team One and Laundry Service. (2015–Present)

826NYC // Brooklyn, NY – Field Trip Volunteer (Summer 2018)

www.claireayoub.com