

Alla Arutcheva

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allawritescopy.com

11471 Calvert Street, North Hollywood, CA 91606

Hey everyone! My name is Alla. A-L-L-A, hold the H. I'm an avid traveler, relentless optimist, and lover of words. Also, I rule at board games. I carry Catchphrase in my trunk - just in case.

ADVERTISING EXPERIENCE

Senior Copywriter

Aug 2017 - Present

Team One, Playa Vista

- Craft copy for lexus.com, Lexus social channels, brochures, and other mediums.
- Concept and execute ideas for internal campaigns like the Moonshot Speaker series.
- Mentor writing interns, helping them master not only the brand voice but also find their unique voices as writers.

Copywriter

June 2015- Aug 2017

Garage Team Mazda, Costa Mesa

- Created copy for all of Mazda's communication channels.
- Concepted ideas for product launches, SXSW experiential, and other large-scale projects.

Intern to Copywriter

June 2012- June 2015

Alcone, Irvine

- Worked with art directors and senior team members to bring campaigns to life from ideation to execution.
- Collaborated to concept, execute, and pitch a 360-degree campaign for Jameson Irish Whiskey.
- Clients: Dogswell, Skinny Cow, Duraflame, Oberto, CA Lottery, WD-40, Visa, Jameson, and CalHFA.

HONORS AND AWARDS

Team One Endeavor Award

December 2018

- Awarded to employees who have gone above the call of duty, helped solve a seemingly impossible problem, achieved big results, lifted an entire team and made a meaningful impact on the agency and the work.

Omnicom Emerging Stars Program

Sep 2014

- Selected by CCO to represent Alcone Marketing in this annual seminar for young up-and-comers.
- Collaborated with fellow employees specializing in different disciplines from research marketing to experiential.
- Attended a series of workshops, culminating in the big pitch to a beauty industry client.

ADCOLOR FUTURES Program

Sep 2013

- Nominated by the Multicultural Advertising Training Program to be in the 2013 ADCOLOR FUTURES class.
- Received invaluable mentorship, training, and lectures from industry leaders.
- Currently remain in touch with ADCOLOR as a strong supporter and volunteer.

*Received Gold and Silver ADDY Awards, Gold Creativity International Award, Silver Graphis Award

EDUCATION AND SKILLS

The Book Shop – School for Ads

April 2012- Nov 2013

Various agencies in the Los Angeles area

- Worked with various art directors to create spec campaigns for clients such as P90X, TGI Fridays, and Frette.

Bachelor of Science, Business Administration: Marketing

June 2013

Minor in Gender, Ethnic and Multicultural Studies
California State Polytechnic University, Pomona

- Fluent in Russian, working proficiency in Spanish
- Alumnus of Multicultural Advertising Training (MAT) and 2013 ADCOLOR FUTURES Program

VOLUNTEER EXPERIENCE

Forge54

Annual

Helped lead the copy team in a 54-hour creative workshop to re-brand a nonprofit organization from the ground up.