

TANDEKA LAURICIANO

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Advertising Experience

COPYWRITER

AKQA, San Francisco

March 2017 to present

Working with a badass cross-functional team to concept and execute innovative and smart digital campaigns for Activision (Call of Duty and Destiny). I also get to work on global brands: Levi's, Visa and Apple (shh).

ASSOCIATE COPYWRITER

AKQA, San Francisco

September 2015 to February 2017

ASSOCIATE COPYWRITER

Razorfish, Chicago

June to August 2015

COPYWRITING INTERN

Design Centre, Ringling College of Art and Design

January 2014 to May 2015

CONTENT AND REACH INTERN

Truffle Social, London

May to July 2014

Honors and Awards

CANNES LIONS

Gold for Innovative Use of Social

SHORTY AWARDS

Best Use of Emerging Platforms,

Best Gamification, Best in Games

ADC AWARDS

Gold in Digital Experiences,

Bronze in Interactive

NY FESTIVALS

Third Prize in Digital Communications

Gold District ADDY in Copywriting, Print

Gold District ADDY in TV

Davis United World College Scholar

Education

BFA in Advertising Design, minor in Photography

Ringling College of Art and Design

Florida, 2015

International Baccalaureate

Waterford Kamhlaba, UWC SA

Swaziland (the actual Kingdom of), 2010

Other Experience and Volunteer Work

YEA ARTS VOLUNTEER

Children First Kindergarten and Southside Elementary

Sarasota, January 2012 to May 2015

EFL TEACHER

Jeffrey's Bay Language School

South Africa, July 2012

MATH AND ENGLISH TUTOR

SOS Village

Swaziland, January 2009 to December 2010

PRIMARY SCHOOL ASSISTANT

Maputo International School

Mozambique, August to December 2008

Personal Skills

Languages

English (1st), Portuguese (2nd)

Computer skills

Adobe Photoshop, Illustrator and

InDesign, Keynote, Google Apps, Microsoft Office

Most importantly

Knitting in a straight line, Instagramming,

cutting wine bottles in half (as well as emptying them)