

ALISHA WESTERMAN

LOS ANGELES, CALIFORNIA • WRITER • ALISHAWESTERMAN@GMAIL.COM • 310-948-0207

I build worlds with words. From phonemes and fricatives to sociolinguistics and slang, I use whatever it takes to craft work that's tonally on point, slick and impactful. Never short on ideas, I ask a lot of good questions and thrive in collaborative huddles.

EXPERIENCED

I've worked with clients of all shapes and sizes, slinging winning ideas for both small businesses and powerful brands — including **Apple, Netflix, Nissan, Vans, Ghirardelli, Petsmart, The Simpsons, Discovery Channel, Coldwell Bankers and Carl's Jr.**

Huge Inc. Sr. Copywriter

Feb 2015 – present

From inspiration to ideation to implementation, I'm proud to work alongside other brilliant minds making smart, beautifully designed shit that works. I've touched digital, social, strategy, marketing and branding.

The Designory Copywriter

March 2013 – Jan 2015

I did some award-winning thinking for print, digital, collateral and video. Video work included concepting, casting, wardrobe, props and voice over scripts. Got to see projects through from start to finish.

macheteMACHETE Gallery Co-Owner

Feb 2010 – Jan 2012

My husband and I ran a small contemporary gallery and design company. I wrote copy for web, print and radio. For the gallery, I coordinated shows, events and workshops.

Freelance Copywriter

Jan 2004 – Dec 2009

It was a hustle and I loved it. I wrote for Vans, Coldwell Bankers, The City of Long Beach, One Lucky Duck and Pure Food & Wine.

EDUCATED

University of California, Santa Barbara

B.A. in Creative Studies, Minor in Black Studies

PROUD OF IT

Releasing 3rd full-length album, 2017
1st Place Team, Comedy Hack Day, 2015
Spark Apprenticeship Mentor 2015
A few Addy Awards, 2015
Published, UCSB Literary Journal, 2014
Panel Speaker, UC Santa Barbara, 2013
Idyllwild Poetry Fellowship, 2007
PEN Foundation Fellowship, 2007
Profant Foundation Scholarship, 2003
LA Times Scholarship, 2002 & 2003

TRIVIA

CFT Accredited Life Coach
Master Level Reiki Practitioner
Self-taught Chocolatier

NOW

2 YEARS

2013

2 YEARS

2010

2 YEARS

2004

5 YEARS

“Alisha is the most highly developed relater I've ever worked with, and an honest, conscious and incredibly competent writer.

~ D. Momanaee, Copywriter, Designory

She's a good writer — but so are lots of people. It's her empathy and wisdom that set her apart.

~ Suzy Almond, Playwright

Conservative estimates have her at two years from knowing the meaning of life. I think she can write your ad.

~ Beau Elwell, Creative Director, Phelps

