

TALIA BOOTZ

Writer

taliabootz.com

bootztalia@gmail.com

Education

University of Oregon

School of Journalism and Communication

Bachelor of Arts: Advertising

Minor: Environmental Studies

2014-2018

Skills

Adobe Illustrator

Using words good

Adobe Photoshop

Politely correcting grammar mistakes

Adobe InDesign

Final Cut Pro

Overthinking

Adobe Premiere

Spanish

Introducing you to your new favorite band

Experience

Copywriter Intern Starbucks June-August 2017

Lesson: Listen. Read. Write. In that order.

Skills: Learning brand tone and language, copy for packaging, latte art, campaign development, perfecting the milk-to-espreso ratio

Creative Director UO NSAC Team 2017-Present

Lesson: Words are almost as important as collaborating with your teammates.

Skills: Brand research, creative collaboration, learning to run on little to no sleep, campaign designing for Tai Pei Frozen Asian Food and Ocean Spray, finding family in the people with whom one works

Creative Intern VitEssentials Global 2016-2017

Lesson: Creativity comes in the delicate balance between patience and ambition.

Skills: Editing written content, supplying creative content, making coffee in mass quantities, manifesto writing

VPPR and Marketing Alpha Chi Omega 2015-2016

Lesson: Sorority life just isn't my thing.

Skills: Managing social media, effectuating photoshoots, public speaking, attempting to manage stress, understanding the sheer complexity of the pumpkin spice latte

Service Center Asst. UO Housing 2015-2017

Lesson: Make sure to high five people who work desk jobs.

Skills: Organization, customer service, finding comfortable ways to sit in a chair for five hours, clicking buttons, confidentiality

People Who Are Likely To Say
Nice Things About Me Because I
Already Asked Them If They Would

JASON POLLOCK

CREATIVE DIRECTOR: 72 & SUNNY, FACEBOOK

jasondeanpollock@gmail.com

DAVE KORANDA

SENIOR INSTRUCTOR II

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