



# TAVA CHUNN

COPYWRITER | STORYTELLER | CREATIVE

## ALL ABOUT ME

I'm a senior copywriter and creative that believes stories are the creative's currency. I'm passionate about finding and telling relatable, human, and inclusive brand stories that move audiences to feel and take action.

## EDUCATION

**Wayne State University**  
Bachelor of Arts in Public Relations  
*Summa Cum Laude*

## CONTACT INFO

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## CORE SKILLS

- Copywriting
- Brand voice development
- Campaign Concepting and development
- Script writing
- UX copywriting
- SEO Copywriting
- Editorial writing
- Video & photo editing
- Strategic planning
- Creative direction
- Email marketing
- Content strategy
- Social media strategy and content creation
- Editing and proofreading
- Presentation skills
- Adaptability

## WORK EXPERIENCE

### Global Digital Copywriter

Converse  
*Footwear brand*  
2023-2024 and 2025

- Writes engaging copy for Converse digital materials, ranging across web, email, social, and sms that drives conversions and sales.
- Collaborates with designers, strategists and legal to elevate storytelling while maintaining brand voice consistency.

### Senior Copywriter

Huge  
*Design and advertising agency*  
2024

- Wrote strategic UX and creative copy for websites, social media, digital ads, and product descriptions for Google and Jeep.
- Maintained consistency and high-quality standards across all client touch points.
- Regularly pitched work and approach to clients, expressing rationale based on client goals, audience, and brand for creative and strategic decisions.

### Senior Copywriter

Farrynheight  
*Marketing and creative agency*  
2023

- Developed tone of voice for a range of brands including W Hotels, Quinn App, Drift, Scentbird, and Kate Hudson.
- Developed social media strategies, campaigns, and copy that drove brand engagement and conversions.
- Wrote copy for internal and external Farrynheight communications.
- Created new iterations and solutions to the Farrynheight creative process to improve efficiency.

### Copywriter

Known  
*Design and advertising agency*  
2022-2023

- Concepted 360 campaigns and wrote strategic cross-channel copy for clients.
- Concepted and developed engaging campaigns and copy for Audible, Nuun, Stackwell, Build-a-Bear, Talkspace, Showtime, the National Women's Soccer League, and Sesame Street.
- Built Known's brand voice, and wrote internal and external communications.

### Copywriter

Huge  
*Design and advertising agency*  
2020-2022

- Concepted campaigns and wrote compelling narratives across print, web, social, email, and OOH for brands like UScellular, Kate Spade, NBA, Jeep, Defund 2 Refund, and more.
- Managed the RBG affinity social media presence, and participated in several internal initiatives.