

JORGE TAJJ BADIL-ABISH

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EXPERIENCE

LYFT *senior copywriter, social*

JUNE 2021 - PRESENT

Created branded content series Lucky Lyft, a social-first production resulting in 100+ unique assets
Authored Lyft's first-ever brand guidelines for social to educate teams across Lyft about social media best practices
Learned mobile-editing software (CapCut) to accelerate in-house social asset production
Led creative development for multiple integrated brand campaigns such as WienermobileLyft and Voting Access 2022
Oversaw creative direction for Lyft's partnership with artist Yeat, resulting in Lyft's highest-ever engagement of in-app skins
Developed concept for Lyft Launch Party with Young Thug that led to one of Lyft's most popular Instagram posts
Concepted, filmed, and starred in multiple videos for Lyft's TikTok channel
Helped grow Lyft's Instagram followers by 22% in 2022 (+30,000 increase)
Crafted and implemented voice and tone for Lyft's Twitter account resulting in an account high 1.89% engagement rate

GOODBY SILVERSTEIN & PARTNERS *copywriter*

DECEMBER 2019 - MAY 2021

Golden State Warriors, Xfinity Mobile, Angry Orchard, Rockstar Energy

FCB WEST *copywriter*

SEPTEMBER 2019 - NOVEMBER 2019

Clorox, Hotwire

FCB WEST *junior copywriter*

JANUARY 2018 - SEPTEMBER 2019

Ghiradelli, Ad Council/Smokey The Bear

FREELANCE

Airbnb *writer*

Co-developed brand messaging for campaign launch of Airbnb Concerts

Chubbies Shorts *production asst.*

Designed and built set pieces for multiple video shoots

Cutwater *creative*

Created and produced social media campaign for Brawny Paper Towels

EDUCATION

Duke University (2012 - 2016)

Bachelor of Arts – *Visual & Media Studies*

Miami Ad School (2016-2018)

San Francisco – *Copywriting*

HONORS & AFFILIATIONS

2019 ADCOLOR Future

2019 MAIP Coach

Cannes Can Diversity Collective Scholar

Wheel Of Fortune Winner

Miami Ad School Guest Lecturer

Young Lions Creative Academy Graduate

MY PERFECT DAY INCLUDES...

Reality TV Shows
Spoken Word Poetry

Buying New Sneakers
Discovering New Music

Crossword Puzzles
Pick-up Basketball

CALL ME TAJJ

create. collaborate. celebrate.