

SPENCER TANNER

| Copywriter |

spentanner@gmail.com
spencertanner.net
linkedin.com/in/spentanner
(310) 967-9107



CMD / Hijinx — Copywriter (2021 - Present)

- Developed video-led campaigns across multiple Microsoft categories (Microsoft Sports, Microsoft Surface, Game Pass, Xbox).
- Generated partnership campaigns for financial, lifestyle, gaming, and entertainment brands.

Instrument — Copywriter (2021)

- Created innovative digital experiences for Samsung's retail spaces.
- Established detailed cross-platform content strategy skills.

Freelance Copywriter (2020)

- Agencies: AnalogFolk, CMD, Huge, Instrument
- Clients: Citrix, Microsoft Surface, Nike Brand, Nike Training, Samsung, Vanguard, Xbox

AnalogFolk — Copywriter (2018 - 2020)

- Concepted and executed campaigns and content across all of Nike US Football's social channels.
- Pitched and won the launch campaign for the 2020 Hyundai Venue.

AKQA — Associate Copywriter (2017 - 2018)

- Wrote stories and content in the Nike app for their top-tier athletes and flagship products.
- Mapped out seasonal storylines, shot-lists, and messaging across Nike's digital platforms.



Degree: University of Oregon (2016)
Major: Advertising
Internship: DigitasLBI

Clients: Bank of America, Epic Games, Game Pass, Hyundai, J.P. Morgan Payments, Microsoft Surface, Nike Brand, Nike Training, Nike US Football, Samsung, Vanguard, Xbox

Skills: Writing (duh)
Creative collaboration
Adaptation
Presentation
8 years of theater, 4 years of improv

Interests: The NYT Connections game, museums, and Oxford commas.



John O'Connell

Executive Creative Director – Hijinx
joconnell@hijinxagency.com

Gabriella Narvaez

Freelance Creative Director
gabriella.nar@gmail.com